



Planning Commission Meeting Agenda

ASHLAND PLANNING COMMISSION

REGULAR MEETING AGENDA

Tuesday, August 13, 2024

Note: Anyone wishing to speak at any Planning Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

I. CALL TO ORDER

7:00 p.m., Civic Center Council Chambers, 1175 E. Main Street

II. ANNOUNCEMENTS

1. Staff Announcements
2. Advisory Committee Liaison Reports

III. CONSENT AGENDA

1. Approval of Minutes
 - a. June 25, 2024 Study Session
 - b. July 9, 2024 Regular Meeting

IV. PUBLIC FORUM

Note: To speak to an agenda item in person you must fill out a speaker request form at the meeting and will then be recognized by the Chair to provide your public testimony. Written testimony can be submitted in advance or in person at the meeting. If you wish to discuss an agenda item electronically, please contact PC-public-testimony@ashland.or.us by August 13, 2024 to register to participate via Zoom. If you are interested in watching the meeting via Zoom, please utilize the following link: <https://zoom.us/j/95377502643>

V. UNFINISHED BUSINESS

- A. Approval of Findings for PA-T3-2024-00009, 2228 East Main Street

VI. OTHER BUSINESS

- A. Climate Friendly Areas Update
- B. Annual 2024 Planning Commission Retreat Considerations

VII. OPEN DISCUSSION

VIII. ADJOURNMENT

Next Meeting: August 27, 2024

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please email planning@ashlandoregon.gov. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).





Planning Commission Minutes

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June 25, 2024

STUDY SESSION

DRAFT Minutes

I. CALL TO ORDER:

Chair Verner called the meeting to order at 7:00 p.m. at the Civic Center Council Chambers, 1175 E. Main Street.

Commissioners Present:

Lisa Verner
Doug Knauer
Susan MacCracken Jain
Gregory Perkinson
Russell Phillips
Eric Herron
Kerry KenCairn

Staff Present:

Brandon Goldman, Community Development Director
Derek Severson, Planning Manager
Michael Sullivan, Executive Assistant

Absent Members:

Council Liaison:

Paula Hyatt (absent)

II. ANNOUNCEMENTS

Community Development Director Brandon Goldman made the following announcement:

- The Commission will review an annexation and park installation proposal at 2228 East Main Street, as well as an appeal of staff's denial of a Verizon Wireless tower at the SOU Science Building, at the July 9, 2024 Regular Meeting.

III. PUBLIC FORUM – None

V. DISCUSSION ITEM

A. SOU Masterplan Background & Update Discussion

Staff Presentation

Mr. Goldman stated that the SOU Masterplan is a guiding document created by SOU, but also references SOU as a special district and guides how the Commission is to review new development in the area. Mr. Goldman described how SOU is proposing an update to the current Masterplan,





Planning Commission Minutes

which was last updated in 2010, which will then present full changes to the Commission before submitting them to the Council for approval.

Planning Manager Derek Severson stated that a formal SOU Masterplan update will come back to the Commission as a legislative action in the Fall of 2024. He described key elements of the original SOU Masterplan, which included: additional gateways and circulation; shifting student life to the northside of Siskiyou; refined parking treatment; promoting alternative transportation; faculty housing; and establishing a mixed-use corridor along Siskiyou Boulevard. Mr. Severson described how the development of SOU changed since this Masterplan was adopted, such as the faculty housing being converted into The Farm, and the Jefferson Public Radio (JPR) location shifting to the Theater Arts building (see attachment #1).

Mr. Severson listed some potential issues as the Masterplan Update progresses, such as:

- Public/Private Partnerships on Campus (Dorms were a PPP with American Campus Communities)
- Tree Removal Requirements (Could be more like Parks regulations)
- Demolition Process
- (Criteria for typical demolition have to do with waste stream and economically beneficial re-use)
- Parking & Parking Lots in light of eliminating parking minimums (Potential for solar Installations)
- Campus Art Installations & Sign Permit Program
- Disposition of University-owned Properties (How to zone/regulate once private)
- University District: Consistent palette of crosswalk markings, wayfinding and festival street treatment
- LEED certification requirements
- Temporary Uses (such as the Growers Market) & Food Trucks

Questions of Staff

Commissioner Perkinson asked if there had been a discussion to expand the boundary line of the University District. Mr. Goldman responded that he had been a party to some of those discussions, but that the current SOU Masterplan does not have an adopted map with defined boundary lines that would be subject to any wayfinding standards. He added that this could be a broader discussion outside of the SOU Masterplan update because it would impact private property in the vicinity.

Commissioner KenCairn asked if SOU has an arborist on staff. Mr. Severson responded that SOU did in the past, one with which the City had a good working relationship.



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Applicant Presentation

Alan Harper introduced himself as a land use attorney and a former member of the Commission. Also present was Jim McNamara from the SOU Facilities Department. Mr. Harper stated that the goal is to update the community on what SOU has accomplished thus far, and to begin laying the groundwork for future projects to ensure their success.

Mr. McNamara spoke to the changing nature of the Masterplan, and how some projects succeeded while others floundered. He noted that one key difference from the current Masterplan was the early projection of SOU accommodating nearly 6,000 students by this time, while this number has reached closer to 3,500. Because of this, no new building projects are being proposed, and instead an emphasis is being made to make SOU a focal point of the community and to foster sustainability. Mr. Harper emphasized SOU's public outreach to the community as a cornerstone of the Masterplan.

Questions of the Applicant

Chair Verner asked inquired about rumors regarding combining senior housing and student housing in the future. Mr. Harper responded that this has been implemented in other campuses and being considered for SOU. Mr. McNamara added that a more diverse student age group for SOU is needed, which senior housing could assist in achieving. Commissioner MacCracken Jain asked if SOU would also consider other forms of additional housing, such as affordable housing, as many students find themselves priced-out of the area. Mr. Harper responded that SOU is willing to innovate and is open to pursuing all avenues.

Commissioner KenCairn noted that SOU should be held to the same standard as Parks, and therefore should have an arborist on staff or have some form of contractual agreement to have an arborist as part of the process.

Commissioner Knauer asked if the current developments surrounding SOU have improved the student and faculty experience, and how the City could incentivize such developments. Mr. Harper responded that this could be done by identifying potentially beneficial developments and then using the zoning process to achieve this while maintaining appropriate oversight.

The Commission discussed including a daycare facility for students with children. Mr. McNamara responded that SOU does have a daycare facility but that it is relatively small.

Mr. Harper informed the Commission that the SOU team would consult with other stakeholders before bringing the final product back before the Commission.

B. SOU Business Venture Tournament Team Presentation



Planning Commission Minutes

SOU MBA Program Coordinator Douglas Daley gave a brief background on the history of the tournament and the struggles most businesses face (see attachment #2). He stated that most business fail for a variety of reasons, but primarily because the business owners do not have business backgrounds. This tournament would be open to students of all disciplines to foster ideas on how best to use the now-vacant Ashland Street Cinema building, with \$3,000 going to the winning student. Mr. Daley described how students were required to attend a tournament workshop, develop a business venture plan, give a 5-10 minute presentation, and create a one-minute or less video pitch to market their pitch and receive student votes.

Mr. Daley noted that this “Shark-Tank” style tournament received a limited number of entrants due to the heavy workload required and the demands of final exams.

Presentation

Holden Hellman introduced herself as an MBA student of SOU and active member of the community. Her plan involved transforming the Ashland Cinema building into an informal public activity center she titled Third Space. This would be act as a center for young people to engage with their communities and build skills that are being lost, such as sewing or gardening. It could also cater to young children, be leased for small events, and be used to soft-launch other entrepreneurial ventures.

Jenny Chynoweth stated that the strongest projects are those that can generate funding for themselves once they have been launched, which would be the primary function behind her proposal, Rogue Immersive Arts, an immersive venue similar to the Van Gogh exhibit in London. Ms. Chynoweth described how virtual reality could transform an interior space using lighting, sound, projection mapping, and interactive displays to attract locals and tourist alike. She noted that the immersive market is projected to expand by 20% by 2030, benefitting stakeholders and making the space self-sufficient (see attachment #3).

VI. OPEN DISCUSSION - None

VII. ADJOURNMENT

Meeting adjourned at 7:58 p.m.

*Submitted by,
Michael Sullivan, Executive Assistant*





SOU Master Plan

Ashland Planning Commission
June 25, 2024 Study Session



SOU Master Plan
Background &
Preliminary Discussion

Southern Oregon University Masterplan

Background & Preliminary Discussion

'Light Update' Anticipated Fall/Winter '24

Standard Legislative Public Process to Follow

Background

The 2010 SOU MP

Changes

Since 2010 SOU MP

Likely Issues

For 2025-2035 SOU MP

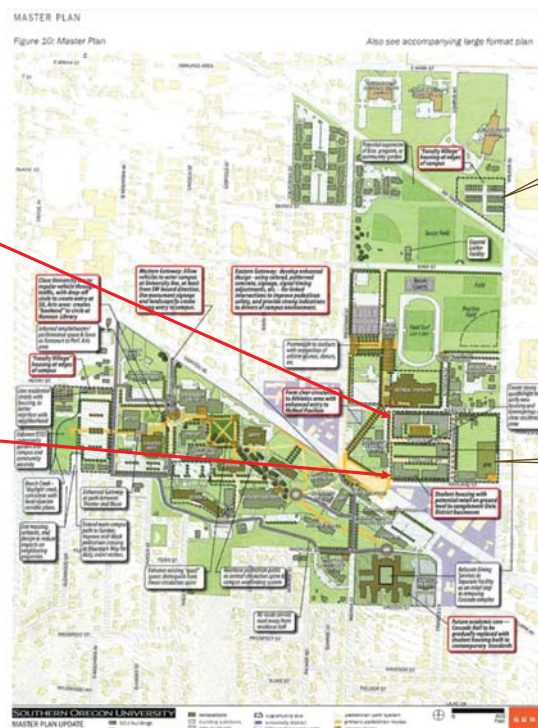


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BACKGROUND...

SOME KEY ELEMENTS

- Gateways & Circulation
- Shifting student life to northside of Siskiyou.
- Refine Parking Treatment
- Promote Alternate Modes
- Transportation Demand Management
- Mixed-Use Ashland Street
- Faculty Housing



Faculty Village

JPR Location



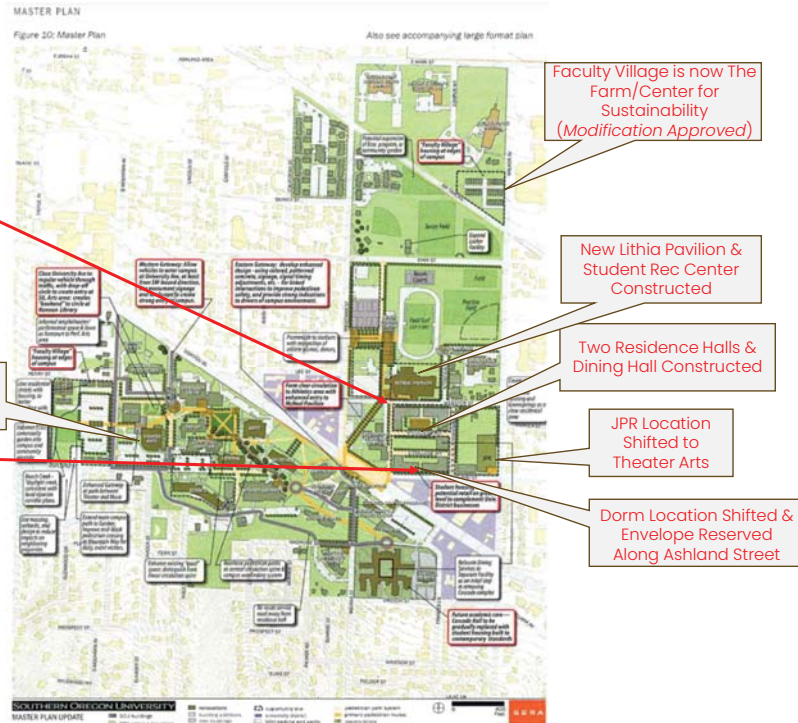
New campus housing is proposed for students. In appropriate areas, this might be in the form of mixed-use buildings.

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Since adoption...

SOME KEY ELEMENTS

- ✓ Shifting student life to northside of Siskiyou.
- Refine Parking Treatment
- Promote Alternate Modes
- Transportation Demand Management
- Mixed-Use Ashland Street
- Faculty Housing



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CHANGES.....

Changes Since Master Plan Adoption...

North Campus Village *[Public/Private Partnership]*
Residences Halls (Shasta & McLoughlin) *Replaced Cascade*
Dining Hall (The Hawk)

Lithia Pavilion *[replaced McNeal Pavilion]*
Gym
Student Recreation Center

The Farm
Center for Sustainability/Thalden Pavilion
The Farm

Theater Arts Building
Theater
Jefferson Public Radio (JPR) *previously to be at Walker/Ashland*



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New Residence Halls during 2013 Council, Planning Commission & Staff Tour

7



New Residence Halls during 2013 Council, Planning Commission & Staff Tour

8



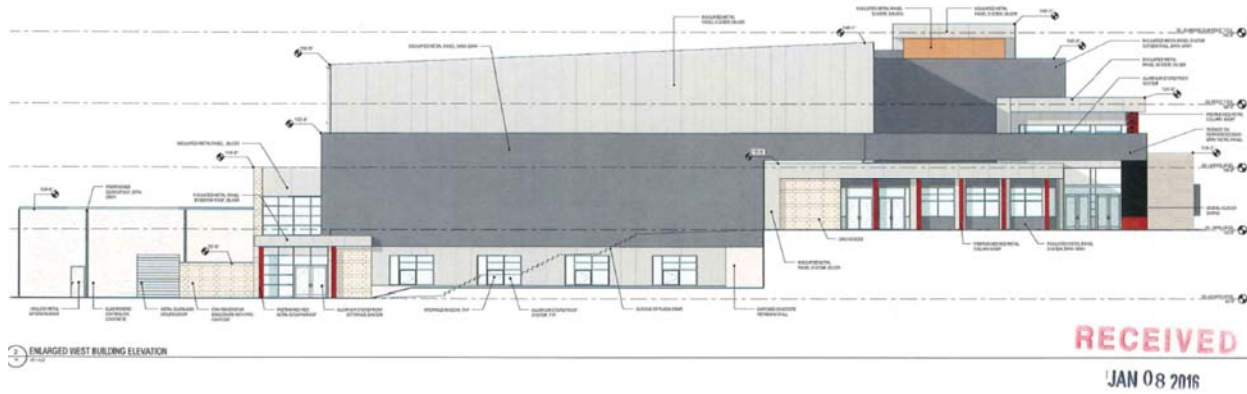
New Residence Halls during 2013 Council, Planning Commission & Staff Tour

9



The Hawk Dining Hall during 2013 Council, Planning Commission & Staff Tour

10

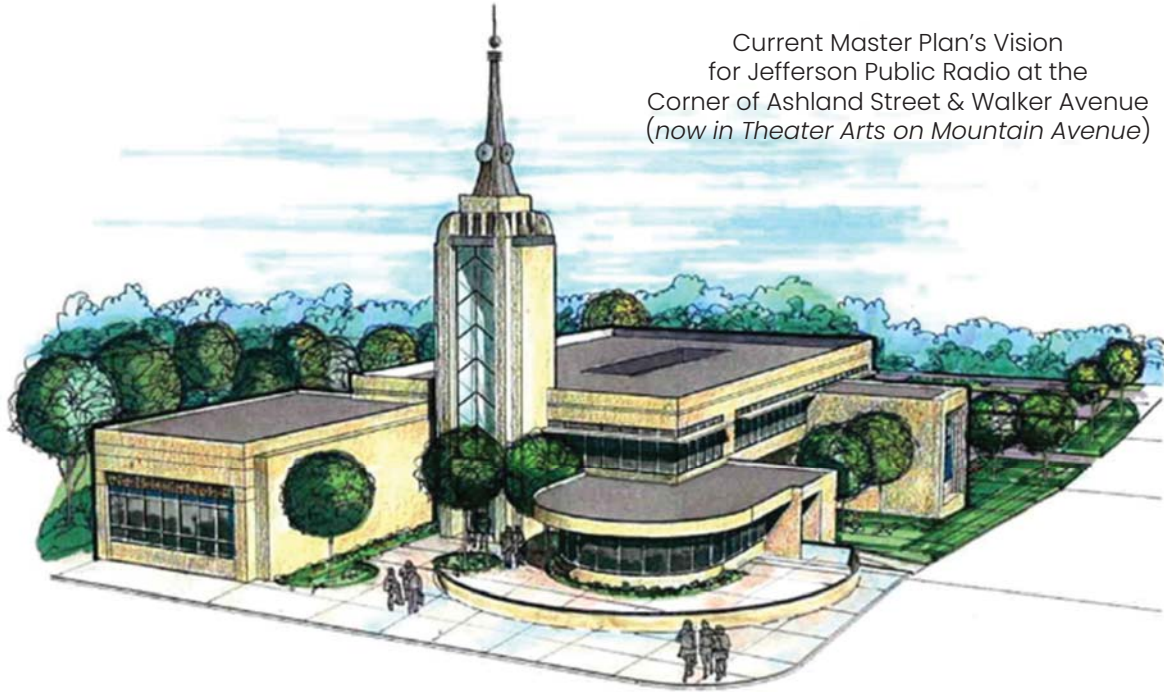


2018 PC Retreat Site Visit to new Lithia Pavilion & Student Rec Center



2018 PC Retreat Site Visit to SOU Theatre & JPR Building

Current Master Plan's Vision
for Jefferson Public Radio at the
Corner of Ashland Street & Walker Avenue
(now in Theater Arts on Mountain Avenue)



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Thalden Pavilion at the Center for Sustainability on Walker Avenue (The Farm in the background)

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Changes Since 2010

- ✓ **Residence Halls & Dining Hall** (“North Campus Village”)
 - Replaced Cascade (SDC credits transferred)
 - Designation of Future Building Envelope along Ashland Street
 - Shift of Residential Population North of Siskiyou
- ✓ **Lithia Pavilion & Student Rec Center**
- ✓ **Theater Arts Building** (Theater & Jefferson Public Radio)
 - JPR was to have been at Walker/Ashland corner
- ✓ **Siskiyou Arboretum**
 - *Some lots on Roca have now sold out of SOU ownership*
- ✓ **The Farm/Center for Sustainability**

Potential Issues/Themes

- ☐ Public/Private Partnerships on Campus (*Dorms were a PPP with American Campus Communities*)
- ☐ Tree Removal Requirements (*Could be more like Parks regulations*)
- ☐ Demolition Process
 - (Criteria for typical demolition have to do with waste stream and economically beneficial re-use)
- ☐ Parking & Parking Lots in light of eliminating parking minimums (*Potential for solar Installations*)
- ☐ Campus Art Installations & Sign Permit Program
- ☐ Disposition of University-owned Properties (*How to zone/regulate once private*)
- ☐ **University District:** Consistent palette of crosswalk markings, wayfinding and festival street treatment
- ☐ LEED certification requirements
- ☐ Temporary Uses (*like the Growers Market*) & Food Trucks

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Any Questions?

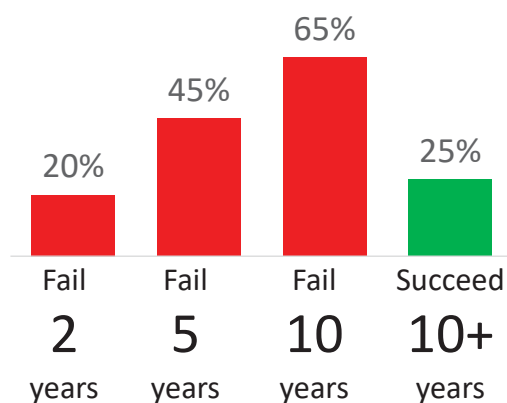


The Business Venture Tournament



Problem:

New businesses have about a 50/50 chance of success



Top Reasons for Failure

- Market Research
- Business Plan
- Financial Support
- Location

I found in my experience that new business owners excel at their passion but lack sufficient business knowledge and skills to succeed.

Source:

Bureau of Labor Statistics
Investopedia: <https://www.investopedia.com/financial-edge/1010/top-6-reasons-new-businesses-fail.aspx>

Business Venture Tournament

Open to students from all disciplines, majors, & programs

Student ideas for a
new Venture can win

\$3,000

All participants must attend the Tournament Workshop. The workshop emulates real-world business needs to teach and expose students to concepts needed for success.

Future development intended for
graduate students and local communities.

Four Deliverables

- Business Venture Plan
- 5 to 10-minute in-person presentation
- 1-minute or less video pitch
- Market the pitch and get student votes

“Think
Shark Tank”



The deliverables address the
top reasons why businesses fail



Top Reasons for Failure

- Market Research
- Business Plan
- Financial Support
- Location

Benefactors

Jim Teece & Deena Matthews

Sponsor Partnerships

Jim Teece & Dena Matthews
Ashland Food Coop
Southern Oregon Wilderness Adventures
Talent Maker City
SOU Institute of Applied Sustainability
SOU Small Business Development Center
SCORE Jackson County Mentorship
Rogue To-Go | Be the Change
Rogue Valley Women in Business
Larry Sullivan LLC
SEED Collective
Craterworks Maker Space
Scharren Berger Chocolate Maker

Tournament Objectives

Prepare students for real-life scenarios.

Enrich communities with fresh ideas.

The tournament workshop can assist the planning commission with fresh ideas for the Ashland Cinema project that are generated by interested students in the local communities.

A category was added at the end of Spring Term to generate student ideas for the Cinema project. Unfortunately, finals, graduation and study fatigue contributed to limited responses. Two students did submit ideas who are here today.

Holden Hellman
MBA Student

Jenny Chynoweth
MBA Student

Rogue Immersive Arts: Ashland’s newest attraction and community center



Lighthouse’s Immersive Van Gogh Exhibit may have been one of the first to market in this new genre of live entertainment, but they certainly won’t be the last. Savvy business investors are paying attention to the fact that this company made over \$300 million in less than five years.

Images from <https://www.immersivevangogh.com/>

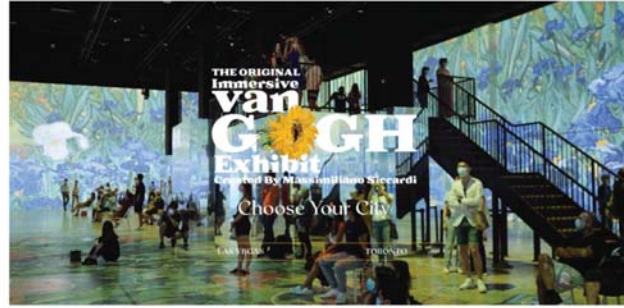
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Images from <https://www.immersivevangogh.com/>

Thank You!



The Business Venture
Tournament

SO Southern OREGON
U UNIVERSITY

Rogue Immersive Arts

Venture Proposal for City of Ashland Planning Commission for
Repurposing of Ashland Street Cinema Property
by Jenny Chynoweth

Mission:

To help raise money for local non-profits and community benefit programs, including youth development and community-based events, through the development and continual creative and entrepreneurial evolution of a high-tech immersive arts venue with food service, gift store, and a multimedia maker space inside the former Ashland Street Cinema property at 1644 Ashland Street.

Vision:

A one-of-a-kind immersive arts event venue that features its own proprietary shows and experiences that attract visitors and locals alike, including *Shakespeare: The Immersive Experience* and *Southern Oregon: The Immersive Experience*. The interior spaces will be transformed through creative design, lighting, sound, projection mapping, interactive displays, and extended reality experiences. The venue will offer food service and gift shop opportunities for additional earned income and educational training opportunities.

Key Stakeholders / Advisory Board Leadership Structure

Each group contributes its strengths to support programming components:

- **City of Ashland**
- **Ashland Chamber of Commerce**
- **Southern Oregon University**
 - **Southern Oregon University Foundation**
 - **SOU Youth Development Program**
 - **SOU School of Business**
 - **SOU Institute of Applied Sustainability**
 - **SOU Depts of Digital Media & Emerging Arts and Digital Cinema**
 - **SOU The Farm**
- **Oregon State University Extension – Jackson County 4-H**
- **Ashland Food Co-op**
- **Travel Southern Oregon**
- **Oregon Shakespeare Festival**
- **The Tech Interactive**
- **Southern Oregon Regional Economic Development Inc.**
- **Business Oregon**

Digital copy at
<https://bit.ly/rogueimmersivearts>

Rogue Immersive Arts

Venture Proposal for City of Ashland Planning Commission for
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by Jenny Chynoweth

Key Stakeholders / Advisory Board Leadership Structure

_(arranged through bylaws and agreements)

Each group contributes its strengths to support programming components:

- **City of Ashland** (planning & zoning support, grant collaboration)
- **Ashland Chamber of Commerce** (support for entrepreneurship programming, grant collaboration)
- **Southern Oregon University** (student involvement as hands-on learning practicum/multimedia lab, internships, workshops, work-study, and student opportunities = job experience and job tracks)
 - **Southern Oregon University Foundation** (fundraising event opportunities, grant collaboration)
 - **SOU Youth Development Program** (summer programs for STEAM workshops)
 - **SOU School of Business** (entrepreneurship programming support)
 - **SOU Institute of Applied Sustainability** (advising on sustainable events elements and operations incorporated throughout)
 - **SOU Depts of Digital Media & Emerging Arts and Digital Cinema** (supports the creation of multimedia content development and use of technology)
 - **SOU The Farm** (supports the culinary arts youth education programs and provides some produce for concessions)
- **Oregon State University Extension – Jackson County 4-H** (grant collaboration, supports and provides the legal and educational infrastructure for some of the youth programming for ages 5-19, creative arts, culinary arts, entrepreneurship, community service, science, and technology, and more)
- **Ashland Food Co-op** (support for the culinary arts youth programs, food supplier for concessions)
- **Travel Southern Oregon** (support for content creation for Southern Oregon: The Immersive Experience shows including VR tours, augmented reality, and immersive projection mapping content, grant collaboration)
- **Oregon Shakespeare Festival** (grant collaboration, support for content creation for Shakespeare: The Immersive Experience shows including VR tours, augmented reality, live performances, and immersive projection mapping content, fundraising events)
- **The Tech Interactive** (grant collaboration, support for technological aspects of educational, interactive displays, their head grant writer lives in Ashland)
- **Southern Oregon Regional Economic Development Inc.** (grant collaboration, support for sustainable, long-term economic development goals, and helping the local economy rise with the success of Rogue Immersive Arts programming)
- **Business Oregon** (grant collaboration, support for venue rentals and brand activations for businesses)

Rogue Immersive Arts

Venture Proposal for City of Ashland Planning Commission for
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What is an Immersive Art Experience?

Travel writer Quintin Willekens (April 2024) explains in his article “Discover the New Era of Immersive Experiences: 25 Immersive Art Exhibits and Museums Around the World,”

“An immersive experience involves using technology and the surrounding environment to transport you into a new, simulated world. Immersive technologies like AR, VR, and projection mapping help change your perception and make you feel as if you are a part of a different reality.”

An immersive experience combines technology, the surrounding environment, and additional sensory engagement:

- Virtual Reality (VR) uses headsets with programmed content.
- Augmented Reality (AR) uses your smartphone or AR glasses to display digital content in the real world.
- Mixed Reality (MR) connects both VR and AR to allow you to see and interact with both real and digital objects.
- Projection mapping systems of projectors turn everything into a screen, including entire rooms and individual objects.
- Digital displays (floor, walls, kiosks) go beyond traditional screens, using touch panels and creative LED setups to enhance interactivity and visual engagement.
- Audio and sensory equipment technologies like spatial audio (3D audio) and haptic feedback enhance immersion.
- Props, sensory effects, and live performance elements create 4-D experience opportunities.

<https://rusticpathways.com/inside-rustic/online-magazine/new-era-immersive-experiences-vr-ar-mr-art-exhibits-museums-worldwide>

Digital copy at
<https://bit.ly/rogueimmersivearts>

Rogue Immersive Arts

Venture Proposal for City of Ashland Planning Commission for
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Income Strategies:

- Ticket sales to proprietary shows and experiences
- Venue rental
- Customized media content fees
- Food concessions
- Gift store
- Grant funding
- Individual donations / membership revenue

Programming:

- Immersive art and digital galleries
- Integrated immersive environments
- Extended reality (XR) experiences (VR, AR, Mixed)
- Interactive and Participatory Art
- Experiential Immersive Center (combo of digital and physical aids to create an adventure experience)
- Custom content events / “themed experiences to order”

Education:

- Youth education programming utilizing Jackson County 4-H program and SOU Youth Development department (emerging media, science, technology, engineering, mathematics, entrepreneurship, community service, design, customer service, culinary arts, creative content creation, expressive arts)
- SOU college education programming (AR/VR/Mixed Reality course training, workshops, internships, apprenticeships, work-study)
- Educational immersive experiences (for field trips and groups)

Community:

- Discounted / scholarship venue rental opportunities are reserved for local non-profits and groups to use for fundraising and outreach events that benefit the community
- Year-round, family-friendly experiences that encourage locals and students to gather, engage, and learn together.
- Boosts local economy, neighboring small businesses in the same shopping complex, and Rogue Valley tourism/hospitality businesses by increasing visitor draw to Ashland with unique attractions
- Oregon Shakespeare Festival benefits from incorporating Shakespeare: The Immersive Experience shows into their program offerings, creating new interactive content each season, adding to their earned income and fundraising event opportunities.

Rogue Immersive Arts

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Target Market – Paying Customers:

- Millennials (highest demand demographic for immersive experience economy)
- Tourists who come for Oregon Shakespeare Festival events
- Tourists who come to explore Southern Oregon sights
- Local businesses (customized brand activation events and corporate retreats)
- SOU students (discounted tickets)
- Locals looking for evening and weekend entertainment

Target Market – Educational Programming:

- SOU Youth Development: local families
- OSU Extension Jackson County 4-H: local families
- Local school districts: kids and teachers for field trips

Target Market – Community Use:

- Local non-profits (outreach and fundraising events)
- Local groups (gathering / meeting space)
- Locals only events / One free event per month

Target Market – Funders:

Grant program categories:

- Creative arts
- Youth development
- Entrepreneurship
- Sustainable development, operations, and tourism
- Capital grants
- Technology
- STEAM education

Rogue Immersive Arts

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Creating an immersive experience space and feature attraction show is cheaper than imagined. As estimated in the Market Watch article titled "Van Gogh immersive shows have become a money-making sensation," "Some producers are aided by the fact that shows can be created at a relatively modest cost... The initial investment can be around \$250,000 in the digital production itself" (Passy, 2022). One of the reasons that the popular Van Gogh immersive experiences are attractive to investors is the age of the artist's work. "Helping matters, Van Gogh's works are in the public domain, so no licensing fees are involved" (Passy, 2022).

Similarly, Shakespeare's works are in the public domain and, therefore, wide open for SOU to utilize to create signature immersive experience content that evolves without ever adding licensing fee expenses. In addition, creating a one-of-kind AR/VR travel experience highlighting the best of the Rogue Valley region can be created relatively inexpensively utilizing SOU's students and equipment.

Rogue Immersive Arts has the potential to strategically dominate the category of immersive arts experiences. This property could be the permanent new home of the United States' first and best Shakespeare: The Immersive Experience. Its second signature show featuring a VR/AR experience of the Rogue Valley and surrounding wonders could boost tourism and local economy engagement. Because the event venue space design works not only for Shakespeare but can also be customized with any multimedia content tailored to paying clients, the event venue can dominate the rentable spaces category in Southern Oregon.

As for the category of higher learning, having this arts complex and a unique, revenue-generating show and event venue allows SOU to dominate the category of high-tech, real-world opportunities for students. The complex also provides a marketing opportunity for SOU to increase enrollment, as it showcases the best of SOU's programs and resources. SOU's signature arts complex would offer unique artistic experiences that cannot be found anywhere else, positioning SOU to dominate in multiple categories beneficial to the University, students, partners, and the surrounding community.

Rogue Immersive Arts

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One-of-a-Kind Opportunities for Ashland:

The carefully designed venue spaces transform to meet almost any themed experience a client could want. Multimedia content creation and venue rental packages, purchased together or a la carte, maximize client options and profit margins. This venue design and high-tech flexibility will do something that no other immersive experience space does, which is monetize the space and the technology capabilities as rentals outside the regular signature ticketed event times. The venue can make money more hours of the day, rather than sitting idle outside ticketed show times. Instead, the venue has regular, special, and private showings, attracting customers, visitors, and prospective students year-round as a new leader in the experience economy.

The creative and sustainable design opportunities for the arts complex make unused spaces into something new, saturated with active, ever-changing art, desirable places to congregate, and over-the-top creative and technological amenities not accessible anywhere else. The depth to which Rogue Immersive Arts can go to showcase a commitment to arts, creative entrepreneurship, and sustainability could help provide a more secure financial future for every department of the University.

Some spaces could also be dedicated to artist/maker/student Pop-Up Shops that encourage entrepreneurship by making retail space affordable and flexible. Budding entrepreneurs could test the market with their products and gain valuable feedback through Pop-Up Shop events. Local artists, makers, and 4-H kids age 10+ could also participate in the Pop-Up Shop mall program to create retail opportunities that are not otherwise available.

Rogue Immersive Arts could create this venue complex without demolishing any buildings or constructing new ones. Funding sources such as grants and refurbishment funds could be directed to redesigning unused or outdated spaces for alternative use as revenue-generating spaces. Updating HVAC systems to utilize solar power (if allowed) and smart thermostat controls for individually controlled spaces while in use are just some examples of sustainable design practices that could be implemented throughout. The entire arts complex becomes an earned income source and a new shining star attraction.

Rogue Immersive Arts

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SWOT Analysis:

Strengths:

- The former cinema complex is already designed for this type of use (spaces can be easily modified to be mixed-use). Technology and interior space modification would be the primary start-up investments.
- A non-profit structure allows multiple parties to collaborate for mutual benefit, creating a stronger grant funding position for the entire project.
- Earned income strategies through ticket sales, food concessions, and merchandise offset the pressure to keep this immersive arts and community center funded purely from grants and donations.
- Immersive arts, education, and community center programming allow the property to be active daily year-round for public benefit and income generation.
- Dedicated multimedia maker space offers educational workshops, after-school activities, community service opportunities, and hands-on learning experiences for youth middle school, high school, and college students.
- It helps local non-profits raise money through customized events and grant funding opportunities for mutual projects. The gift store also creates entrepreneurial start-up opportunities for local small business owners.

Weaknesses:

- Involves delayed process of recruiting Board from participating key stakeholders, forming a non-profit organization, applying for and securing grant funding, hiring key staff, etc.
- Involves creating proprietary content, shows, and experiences that involve a lot of creative troubleshooting.

Opportunities:

- Oregon Shakespeare Festival and Travel Southern Oregon are already working to increase tourism draw. This creates proprietary experience opportunities that capitalize on existing community assets.
- SOU subcontractor, Left Field Innovations, LLC, is a local company specializing in creating immersive environments for private and public events and corporate brand activations worldwide. The owner is willing to contribute a property walk-through for space and technology designs for this property. LFI is available for a request for a project proposal for the full redesign, build-out of the property interiors, technology system design, and all other specialty installations.

Threats:

- The property is currently for sale on the open market and could be sold to another party at any time during the venture development phase.
- Annual property tax is about \$103,000, not including mortgage, insurance, etc. The pressure to generate sustainable income from ticket sales and venue rental fees is substantial.
- Logistically challenging to manage multiple youth education programs, community events, and branded experiences.
- Demand for shows, venue rentals, and community events could eventually exceed the building capacity.

Rogue Immersive Arts

Venture Proposal for City of Ashland Planning Commission for
Repurposing of Ashland Street Cinema Property

by Jenny Chynoweth

Next Steps for Venture Development:

- Schedule property walk-through with stakeholders and Chris Draheim, owner of Left Field Innovations, LLC, to start an initial feasibility study and general start-up budget for design/construction/technology installation.
- Identify and recruit key stakeholders for mutual collaboration (pitch meetings, workshops, planning sessions)
- Develop pitch proposal and market research into full start-up business plan with outreach materials
- Schedule a research session with Roslyn Donald, Jackson County Business Librarian, to compile grant funding and donor opportunities for start-up and first years of operation until earned income and regular funding offset expenses

Rogue Immersive Arts

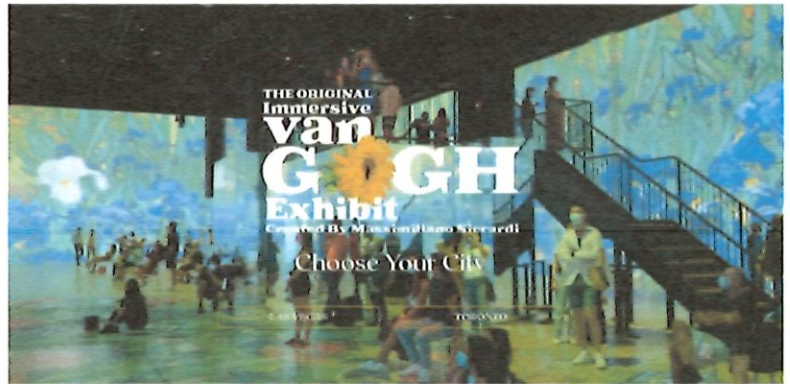
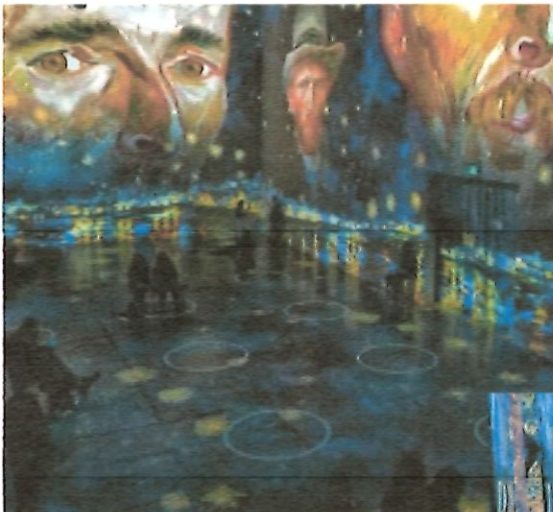
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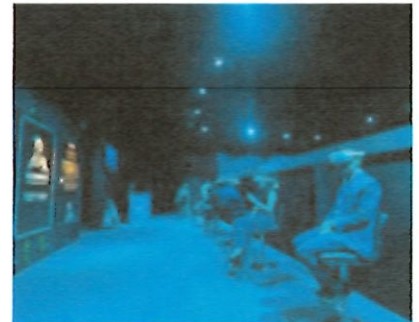
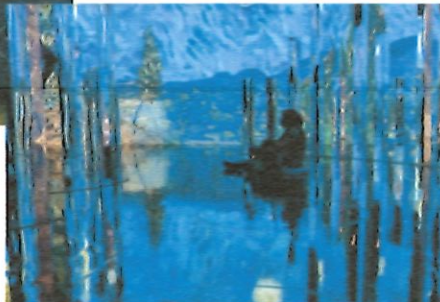
Market Research on Immersive Experience Industry

The proposed venue and signature events capitalize on experiential art's growing popularity and revenue capacity. "Experiential art refers to installations or exhibitions aiming to deliver an immersive experience to the audience by relying on a range of new media, such as projections, videos, VR (virtual reality), or AR (augmented reality) technologies" (Statista, 2022). Immersive experiences are exhibitions that "bring art to life through immersive, digital experiences that project the pictures within massive spaces" (Passy, 2022). So far, the leaders of this rising new industry have focused their business model on traveling exhibits using temporarily converted venue spaces that require substantial customized setup and modification with each move.

One of the first to develop and break through in this new industry is *Lighthouse's Immersive Van Gogh Exhibit*. "This is a new genre," says one of their producers (Passy, 2022). This new genre is shaking up the experience economy, and those looking to capitalize on the high-profit margin potential are paying close attention and jumping on board. "Investors are pouring hundreds of millions of dollars into ticketed experiences — immersive, interactive museum-like spaces that don't have the do-not-touch stuffiness of traditional museums" (Salmon, 2021).



Lighthouse's Immersive Van Gogh Exhibit may have been one of the first to market in this new genre of live entertainment, but they certainly won't be the last. Savvy business investors are paying attention to the fact that this company made over \$300 million in less than five years.



Images from <https://www.immersivevangogh.com/>

Digital copy at
<https://bit.ly/rogueimmersivearts>

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Market Research on the Immersive Experience Industry

Soon, copycat augmented reality immersive experience companies popped up around the United States, exploiting the original show's popularity, and launching their versions featuring artists with public domain content they could produce cheaply. Despite the competition, the Lighthouse Immersive Van Gogh Exhibit sold millions of tickets over the past few years, generating over \$250 million in revenue and tens of millions in additional tourism revenue for the cities of the traveling exhibitions (Passy, 2022). The signature attraction revenue has cash cascade effects for the local economy, providing even more public benefit.

An excellent example of the cascade effects of immersive entertainment happened in Charlotte, North Carolina, where the estimated local economic impact of the limited run of the Immersive Van Gogh Exhibit was more than \$40 million, including the tourism, hotels, parking, dining, and other income generated from the ticket buyers (Blumenthal Performing Arts, 2022). This growing experience economy is more than just a trend in the United States. The demand for immersive experiences is also booming internationally, and investors are grossing big profits. For example, between June 2018 and May 2019, two immersive art spaces opened in Tokyo, teamLab Borderless and teamLab Planets, which recorded a combined attendance of roughly 3.55 million. Over that period, the two venues hosting the digital works created by the Japan-based art collective teamLab recorded around 69 million and 37.5 million U.S. dollars in gross sales, respectively" (Statista, 2022).

So many cities are keen on partnering with immersive experience providers, knowing the economic benefit it will bring to the venue space landlords, valuable partners, neighbors, and other small business owners. Strong local economies are sustainable economies. A booming immersive arts complex would support many more partners and small businesses in Ashland while showcasing the best of what Southern Oregon University and Southern Oregon, in general, have to offer.

The Oregon Shakespeare Festival attracts annual visitors from around the world and local repeat fans. Since Shakespeare's works are in the public domain and available without licensing price tags, SOU's development of a signature Shakespeare: The Immersive Experience capitalizes on this adjacent and existing market. Shakespeare fans number in the millions across the world. Rogue Immersive Arts can tap into the experience economy market and the Shakespeare fanbase market by partnering with the Oregon Shakespeare Festival to create one-of-a-kind immersive experiences with live performance elements that can create a more stable financial future for both organizations as well as local supporting small businesses that benefit from added visitor revenue.

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Market Research on the Immersive Experience Industry

As of 2024, IBISWorld industry predictions report that admission to live performing arts events is a 22 billion dollar per year industry. This predicted number should grow as "demand for live events has skyrocketed since COVID-19 lockdown" (IBISWorld, 2024, p. 10). That means investing in this market category now could have potentially high-rate payoffs for many years. "Continued demand for live event experiences and new investment in alternative consumption options will drive industry revenue growth moving forward. As tech-savvy generations, which are increasingly embracing culture and creation, continue to advance the live event space, growth will follow. Following a period of instability (during the COVID-19 lockdown), profit is expected to remain steady as favorable demand conditions sustain demand for promoters..."

Over the next few years, demand will be driven by a sustained economic recovery... reaching \$39.5 billion in 2028 (IBISWorld, 2024, p. 14). These events are made possible by the explosion of immersive technology, which is now widely available. "Precedence Research estimates that the immersive technology market will grow to USD 138.18 billion by 2030. In 2021, it was USD 21.66 billion, so this suggests a compound annual growth rate of 22.46% from 2022 to 2030" (Tullin, 2024). This technology creates entrepreneurial opportunities to pair the technology with live events to meet growing market demand.

"Location-based experiences such as VR (virtual reality) and mixed reality are both expected to grow significantly. In fact, "a total of 755 new immersive experiences and shows were catalogued in 2019 alone" (Tullin, 2024). Creating an eye-popping immersive arts complex could allow Rogue Immersive Arts to capitalize on this growth wave and be a leader in sustainability while meeting the market's growing demand.

Other examples of successful immersive arts venues and installations include:

[The LUME in Melbourne, Australia](#) (Da Vinci themed immersive experience)

[Van Gogh: The Immersive Experience](#) in the United States

[Atelier des Lumières](#) in Paris, France (there are several others in France)

[Khroma](#) in Berlin, Germany

[Teamlab Borderless](#) and Planets in Tokyo, Japan

[Frameless](#) in London, England

[Art Museum](#) in Las Vegas, Nevada

Digital copy at
<https://bit.ly/rogueimmersivearts>

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Market Research on the Immersive Experience Industry

Venue Rental and Customizable Immersive Experiences

The strategic design of Rogue Immersive Arts mixed reality venue offers what no other business is offering the growing market: an immersive experience space that can customize the multimedia content for the client, bringing to life anything they might imagine with the help of designers and event planners who can make event dreams to life. So, for example, the companies who designed the Van Gogh exhibits built traveling set pieces and installations around a one-show theme, and they were always limited to working around the architecture and restrictions of the building(s) they were leasing, forced to create a different venue within a venue with each move. These space restrictions limit these augmented reality companies from being able to transition the space to another theme or offer clients service packages with new experience content. Thus, the Van Gogh experiences are more akin to high-tech, traveling museum exhibitions rather than taking full advantage of revenue-generating opportunities, creating in-demand, rentable spaces outside show mode. "Digital technologies offer much faster and more personalized experiences, insights, and touchpoint interactions. The virtually created spaces can adapt much more to individual preferences, resulting in an incredible diversity in consumer engagement. Real and virtual worlds will undoubtedly merge, and we are only at the beginning of this journey" (Weiss, 2023).

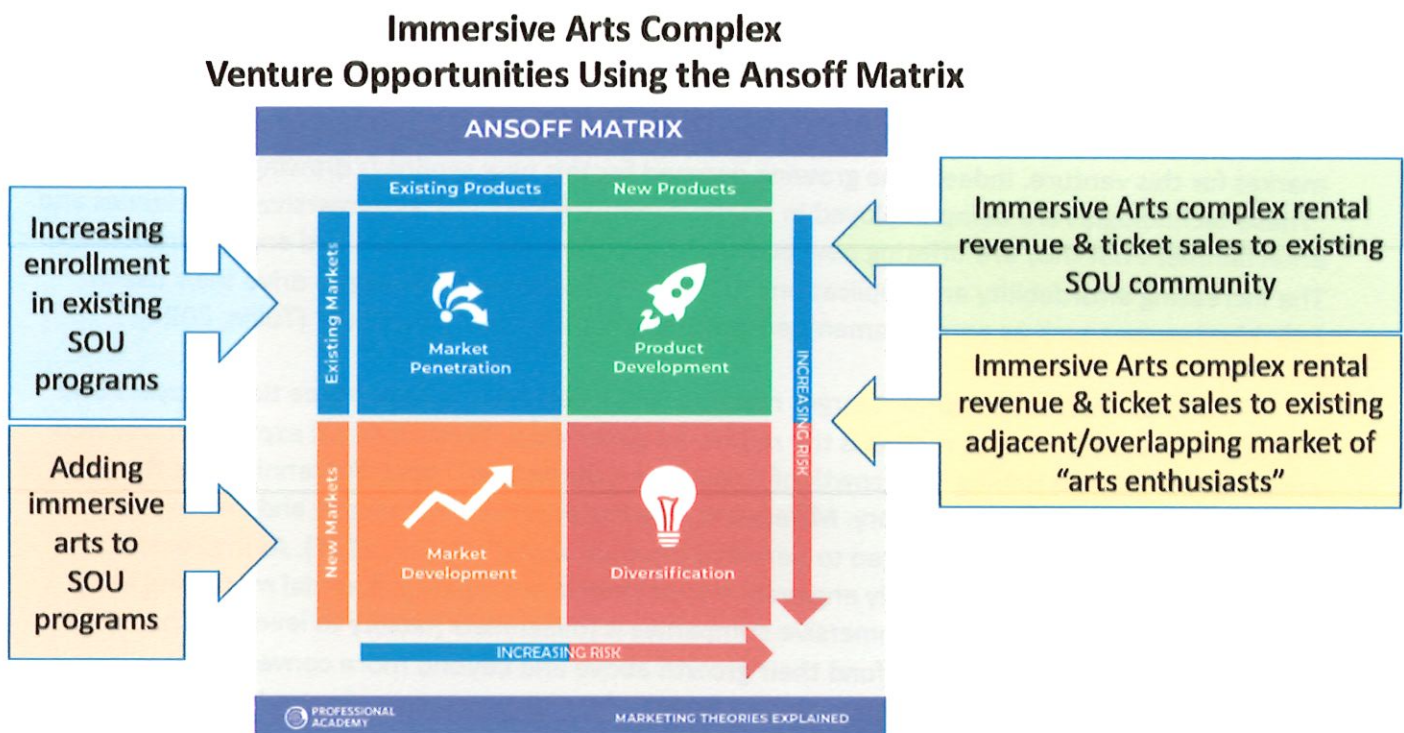
Private clients who want to create personalized events for celebrations, non-profit organizations who need to create compelling fundraising events, corporate businesses who wish to create their own branded event experiences, student and group artistic showcases, live performance promoters who desire customized content, wedding clients who want one-of-a-kind augmented reality content, all of these customer types could be Rogue Immersive Arts' new target market for this venture. Indeed, the growing demand for this new service is drawing attention. "These technologies are being deployed in multiple industries not just as immersive experiences and entertainment but they are offering new possibilities for how we tell stories and engage audiences... The increasing affordability and applications of these technologies is helping to drive their use in individual sectors such as entertainment, education, and the games industries" (Tullin, 2024).

One of the most important target markets for immersive arts experience ticket buyers and the future market for venue rentals is the millennial generation. Remix Summit explains in the web article titled "What is driving the growth of immersive experiences?" that "Millennials are the most powerful consumer cohort in history. Millennials love the experience economy and immersive experience providers are well placed to benefit from their spend" (Tullin, 2024). As impressed customers, the generations actively engaged in social media are highly influential marketing allies. "Something very powerful (for) immersive companies is (millennials') ability to leverage their tribal fan bases and social followings to fund their growth above and beyond more conventional investment" (Tullin, 2024). Younger generations want their in-person experiences to interact with their online experiences, real life and digital life overlapping.

Rogue Immersive Arts

Venture Proposal for City of Ashland Planning Commission for Repurposing of Ashland Street Cinema Property by Jenny Chynoweth

Developing new revenue strategies that align with branding and marketing goals requires careful risk assessment for experimentation. One of the tools taught in SOU's MBA Marketing Strategies course is the Ansoff Matrix. "The Ansoff Matrix can be used to categorize an existing strategy, to determine risk associated with a new or proposed strategy, or to develop new strategies... The matrix considers products or services in comparison to the markets the company proposes to serve" and assesses associated risks with each strategy from low to moderate to high (Wayland, M., & Wayland, M. S., 2015, p. 151). For example, strategies focusing solely on increasing student enrollment to generate more revenue would be categorized as "market penetration" on the Ansoff Matrix. "Market penetration" is the lowest risk category by serving existing markets with existing services (Wayland, M., & Wayland, M.S., 2015, p. 151). Maximizing student enrollment at SOU is a strategy that takes time and depends on solving the current marketing and financial crisis. So, while the tuition fees-for-service revenue model is well worth building over time with strategic marketing, it is not enough to solve SOU's short-term problems. Low risk is a low reward in this case. "Market development," as categorized by the Ansoff Matrix, is a moderate risk strategy because you are trying to bring your existing service to a new customer market. There are inherent challenges, of course, in reaching a new customer market. "Due diligence indicates that the market has a need for the service, but the provider must repackage its marketing materials and other aspects of its business to meet the needs of the new market" (Wayland, M., & Wayland, M. S., 2015, p. 151).



Modified from original image (Professional Academy, 2024)

Digital copy at
<https://bit.ly/rogueimmersivearts>

Rogue Immersive Arts

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Note: Anyone wishing to speak at any Planning Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

July 9, 2024
REGULAR MEETING
***DRAFT* Minutes**

I. CALL TO ORDER:

Chair Verner called the meeting to order at 7:00 p.m. at the Civic Center Council Chambers, 1175 E. Main Street. She noted that Commissioners Perkinson and MacCracken were attending the meeting via Zoom.

Commissioners Present:

Lisa Verner
Doug Knauer
Kerry KenCairn
Susan MacCracken Jain
Gregory Perkinson

Staff Present:

Brandon Goldman, Community Development Director
Derek Severson, Planning Manager
Aaron Anderson, Senior Planner
Michael Sullivan, Executive Assistant

Absent Members:

Eric Herron
Russell Phillips

Council Liaison:

Paula Hyatt

II. ANNOUNCEMENTS

1. Staff Announcements

Community Development Director Brandon Goldman made the following announcements:

- The City Council will have a study session on July 15, 2024 to discuss Climate Friendly Areas (CFAs).
- The Council will review the Building Lands Inventory Resolution and two right-of-way vacations on Fern Street and Mountain Meadow Drive on July 16, 2024. All three of these items received recommendations for approval by the Commission.
- On August 6, 2024 The Council will review a City limits map correction at 375 East Nevada Street, where an inconsistency is shown between City and County maps. The Commission initially reviewed this item on February 8, 2022, and found that there was no error per City records, but the inconsistency remains and the Commission at the time was supportive of an amendment to change the line in the event that the Council found it was warranted.
- A sub-committee of the Housing and Human Services Advisory Committee developed a homeless services masterplan which will be reviewed by the Council on August 5, 2024.





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2. Advisory Committee Liaison Announcements

Commissioner MacCracken Jain gave the following announcements:

- A new crosswalk, which was sponsored by the Public Arts Advisory Committee (PAAC), was installed the evening of July 1st in the Plaza across from Lithia Park. The artist was inspired by and used imagery from the indigenous Shasta people.
- The PAAC approved a conceptual plan for a Playwright's Walk in May, 2024. It is a privately funded, philanthropic endeavor inspired by an Iowa City project highlighting writers. The first phase is currently underway as a private enterprise but will be come into City ownership at a later date.
- The PAAC will provide its annual update to the Council on July 16, 2024.

III. **CONSENT AGENDA**

1. **Approval of Minutes**

- May 14, 2024 Regular Meeting
- May 28, 2024 Study Session

Commissioners Perkinson/Knauer m/s to approve the consent agenda as presented. Voice Vote: All AYES. Motion passed 5-0.

IV. **PUBLIC FORUM** – None

V. **TYPE I PUBLIC HEARINGS**

PLANNING ACTION: PA-T1-2024-00233

SUBJECT PROPERTY: 1250 Ashland Street (SOU Science Building)

OWNER/APPLICANT: Southern Oregon University/Verizon Wireless

DESCRIPTION: A request for a Site Design Review Permit to install wireless communication facilities (antennas and associated equipment) on the roof of the Science Building at 1250 Ashland Street on the Southern Oregon University Campus. The application also includes a request for a Conditional Use Permit because with the installation of panels proposed to screen the wireless communication facility installation, the building height will exceed 40 feet. (The proposal is the same as one previously approved by the city in PA-2017-01486 but which subsequently expired, and the applicant proposes to comply with the conditions of the prior approval.) **COMPREHENSIVE PLAN DESIGNATION:** Southern Oregon University District; **ZONING:** SO; **ASSESSOR'S MAP:** 39 IE 15BB; **TAX LOT #:** 100

Chair Verner noted that the Commission received a public comment requesting that the meeting be postponed in order to provide the public an opportunity to thoroughly review the packet materials.





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Planning Manager Derek Severson explained that a continuance of the meeting would violate the federal ninety-day time limit in which the City must make a decision regarding appeals.

Chair Verner stated that three public comments had been submitted to staff since the packet was published. These public comments were forwarded to the Commission and are included in the Public Record.

Ex Parte Contact

No ex parte contact was disclosed, though Commissioners KenCairn, Knauer, and Verner disclosed site visits. Commissioner Perkinson recused himself from this portion of the meeting due to a past association with SOU.

Chair Verner opened the Public Hearing and Public Record at 7:13.

Staff presentation

Mr. Severson stated that William Johnson would be participating as part of staff's presentation. Mr. Johnson is a third-party consultant who reviewed the applicant's initial analysis on behalf of the City and found the application to lack several components, including no trend metrics, scale of propagation plots, and a comprehensive alternate site analysis and collocation study. The lack of these key materials resulted in staff's denial of the application and the applicant's subsequent appeal (see attachment #1).

Mr. Severson described the Telecommunications Action of 1996 that include various guidelines that cities must adhere to when reviewing wireless communication facility (WCF) applications. These guidelines include:

- No discrimination among providers.
- No passing laws or taking actions that prohibit or have the effect of prohibiting wireless service.
- No regulating of wireless based on environmental concerns about radio frequency emissions if the facility will operate within FCC standards.
- Must act on siting requests in a reasonable period of time (90 days from submittal for existing structures – i.e. by July 14, 2024 with extension here).
- Must issue zoning denials in writing, supported by substantial evidence and findings contained in a written record.

Mr. Severson stated that staff included two sets of findings, one for approval and one for denial, in the meeting packet for the Commission's consideration in order meet the July 14, 2024 deadline. He displayed the proposed location of the WCF on the SOU science building, which is located to the east of South Mountain Avenue and Ashland Street, and described how the applicants propose extending



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an existing screen wall in order to screen the installation from view. He noted that extending the wall would largely conceal existing mechanical equipment on the roof that is currently visible.

Mr. Severson outlined the appellant's six points of appeal, which included:

1. The Director erred by denying a proposal that is identical to the proposal approved in 2018.
2. The Director erred by denying the Application based exclusively on comments from the City RF consultant which the Applicant was never provided an opportunity to respond to or address.
3. The Director erred by denying the Application based on the City RF consultant's request for specific technical information that is not required under the City's application submittal or approval standards.
4. The Director erred by denying the Application on the grounds that the Applicant failed to demonstrate a "service gap" in the coverage area.
5. The Director erred in denying the Application on the grounds that the Applicant failed to demonstrate "that collocation or placement on an existing structure are not feasible."
6. The Applicant reserves the right to raise additional appeal issues since AMC 18.5.010.050(G)(3) does not limit the appeal to the specific grounds listed in the notice of appeal.

Mr. Severson described how the City's standards for a wireless facility are considered in a "stepped hierarchy" method, with the following installation options ranging from most preferred to the least preferred method: collocation on an existing WCF; attached to an existing structure; an alternative, concealed structure; or a free-standing support structure. He noted that the applicant would need to explore the option of collocating at an existing WCF at the Raider Stadium before the option of attaching the proposed WCF to an existing structure could be considered.

Mr. Johnson introduced himself as a former professor of telecommunications engineering at the Rochester Institute of Technology. He stated that the possibility for other viable sites for this project to be located were not easily ascertainable from the initial application that he reviewed on April 24, 2024. He elaborated that the mid-band spectrum and how it would propagate the area was omitted from the application, stating that these radio signals would propagate differently in an urban environment versus a rural one. Mr. Johnson explained that the location of this mid-band spectrum is important to draw off customers from neighboring cells that have become too saturated, and that staff could not properly evaluate the feasibility of alternative sites without this spectrum. Mr. Johnson noted that this information is not explicitly required by Ashland Municipal Code (AMC), but that this information is necessary for applications involving zoning considerations as a way to justify the necessity for the proposal and show that the chosen location is the least intrusive to the neighborhood. He stated that this information was subsequently supplied by the appellant with their appeal application, but it did not specify which sector was designated as being over-saturated and





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requested that the applicant provide that information at the meeting. Mr. Johnson remarked that four alternative sites were considered for the proposal, but all were too far to get maximum coverage, and therefore the applicants justified the proposed location.

Mr. Severson stated the applicant had attempted to negotiate with the owner of the existing tower at the Raider Stadium, AT&T, but found that the structure was not built to accommodate additional buildings per conditions placed upon the structure by the Commission when it was approved. Mr. Severson concluded that the applicant's burden of proof has now been met and recommended that the Commission uphold the appeal, reverse the original staff denial, and approve the request with the conditions detailed in the staff report. He noted that these conditions are consistent with the 2018, the exception being a condition requiring a signed copy of the lease as one was provided after the 2018 approval. Staff also recommended that the Commission adopt findings at the meeting in order to comply with the ninety-day federal timeframe to render a decision, and that the findings supplied in the packet could be revised to match the Commission's verdict as needed.

Questions of Staff

Chair Verner asked if the screening wall would cover the entire length of the building. Mr. Severson responded that it was his understanding that the proposed screening wall would only cover certain portions of the roof but that the applicant could address that.

Commissioner Knauer requested clarification regarding the total height of the installation. Mr. Severson responded that the total height of the building is 61ft with the existing mechanical equipment, but that the proposed WCF installation would be obscured by the screening wall that would reach 49ft. Commissioner MacCracken Jain asked if the proposed screening wall extension would only encompass the Science Building and not the connected buildings. Mr. Severson responded that he did not believe it would but that the applicant could confirm that.

Appellant Presentation

Mike Connors introduced himself as a land use attorney for Hathaway Larson and the representative for the applicant, Verizon Wireless, and also introduced Steve Kennedy, a third-party RF engineering consultant who prepared the supplemental materials submitted with the appeal. Mr. Connors stated that the application is identical to the original application, PA-2017-01486, which was approved and subsequently appealed in 2018 before being affirmed by the Commission. He described how mitigating factors, including the COVID-19 pandemic, caused this land use approval to expire in 2020 and result in the new application.

Mr. Connors reiterated that the installation would be screened from view by extending the existing wall and showed a map displaying the existing and proposed coverage, stating that the adjacent WCFs are currently overloaded and require the new installation to increase capacity and alleviate this data traffic buildup.



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Mr. Connors pointed out that the preferred design standards under AMC 18.4.10.040(B) referenced by staff are the crux of the application, and provided an alternative site analysis detailing why the chosen site was most suitable for the installation (see attachment #2). He stated that AT&T was unable to allow collocation on its installation at the Raider Stadium due to the approved height and structural considerations, a decision that neither SOU nor the City could impact.

Mr. Connors explained that staff found the application satisfied all applicable approval criteria, with the exception of the preferred design requirement, and that the sole basis for denial was insufficient RF information related to the need for the new WCF and the alternative site analysis. He stated that the appellant's grounds for appeal is that the application and approval criteria were identical to the one approved in 2018, the appellant was not given the opportunity to the letter from the City's RF consultant, and that the RF consultant requested technical information that is not required for the application.

Mr. Connor's concluded that the appellant complied with the City's request for additional information and requested that the Commission uphold the appeal and approve the application.

Questions of the Appellant

Commissioner MacCracken Jain asked if Mr. Johnson and staff agreed with the new materials shown during the appellant's presentation. Mr. Johnson requested clarification from the appellant on the capacity information for forward data volume and average scheduled eligible users from neighboring sites. Mr. Kennedy referred to the RF design analysis within the appellant's submittal that evaluated the current best servers available, and stated that the site to the northwest of the proposed installation would be the one most likely to be offloaded. Mr. Goldman responded that staff's denial of the application contained a caveat that approval could be granted if the application approval criteria were met, and that staff recommended approval of the application with the supplemental materials provided.

Commissioner Knauer remarked that the Science Building's façade would be significant with the new screening wall and suggested that it be setback at that height. Mr. Connors responded he could not consent to that on SOU's behalf, and that a setback would be inconsistent with the existing wall and require additional engineering.

Public Comments

Kelly Marcotulli/Ms. Marcotulli remarked that the Fire Department will not extinguish a fire unless there is a power shutoff available onsite, and asked what the City's plan was for a shutoff point in the event of a fire. She recited the definition of radiation, stating that it is "the process of emitting radiant energy in the form of waves or particles," and that radiation sickness is "sickness that results from exposure to radiation and is commonly marked by fatigue, nausea, vomiting, loss of teeth and hair,



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and in more severe cases by damage to blood-forming systems.” She requested information regarding the City’s, SOU’s, and Verizon’s plan for people and animals who contract radiation sickness from the installation. She cited how seventeen people became ill when Verizon installed a WCF near their homes in Pittsfield, Massachusetts. She referred to one of the aforementioned public comments submitted to staff by Martin Pall which detailed the potential negative health effects EMF radiation could have on the brain. Ms. Marcotulli requested that the decision be delayed until it is ascertained how the facility would be shut off in the event of a fire (see attachment #3). Ms. Marcotulli inquired about the appeal process for this application if approved. Mr. Severson responded that any appeal go to the Land use Board of Appeals (LUBA).

Larry and Susan Graves/Mr. Graves remarked that the FCC claims preemptive authority over radio frequency airwaves and that their regulations state that environmental concerns over the installation of WCFs cannot be used to deny their application. He stated that there is a growing body of evidence that RF radiation can be harmful, adding that telecommunications providers are unable to obtain liability insurance against potential health and property damages. Mrs. Graves suggested that the City coordinate with neighboring municipalities to sue the FCC into updating their safety standards (see attachment #4).

Alan Rathsam/Mr. Rathsam pointed out that the City disregarded City codes when it permitted AT&T to construct a WCF without the capability of accommodating for collocation in the future, stating that the application violated AMC 18.4.19.040. This provision states that “all new wireless communication support structures shall be constructed so as to allow other users to collocate on the facility,” which was violated when the Commission upheld the City’s decision to allow the AT&T tower to be installed at a reduced height, eliminating future collocation potential (see attachment #5).

Will Wilkinson/Mr. Wilkinson expressed concern that the City did not enforce its collocation code when it permitted the installation of the AT&T WCF at Raider Stadium. He requested that the Commission require staff to consider three potential options: enforcing the collocation code; not enforcing the collocation code; or modifying the code, particularly if it is unable to be enforced.

Elain Sayre/Ms. Sayre stated that she lives near the Science Building and expressed concern over the proposed location of the WCF due to health reasons, but appreciated that the Commission cannot consider those concerns due to federal regulations.

Jasmine Lyons/Ms. Lyons stated that she would have to relocate if the WCF was installed at this location due to health concerns, and requested that the Commission consider the health impact.

Appellant Rebuttal

Mr. Connors addressed health concerns due to RF emissions, stating that he appreciates those



Planning Commission Minutes

concerns but that federal law dictates emission standards and that WCFs are a national utility that must be standardized. He added that the Commission should not need to make health decisions when they are not public officials or scientists.

Regarding the Raider Stadium installation, Mr. Connors stated that the Commission had found that AT&T did not satisfy the minimum height standard and its proposed installation was reduced from 95ft to 85ft. He added that the City does not require WCFs to be built to accommodate future collocation, merely that they should provide for it when possible.

Questions of the Appellant

Commissioner KenCairn remarked that many of the public comments referred to 5G and clarified that the proposed installation was 4G. Mr. Connors stated that the proposal is for a 4G tower.

Chair Verner closed the Public Hearing and Record at 8:24.

Discussion and Decision

Commissioner Knauer expressed appreciation to the arguments regarding collocation. He stated that chosen location did not visually appeal to him, but that he understood the reasons it was chosen. He added that SOU requires adequate coverage and requested that the structure be built in such a way as to allow for future collocation. Mr. Goldman stated that collocation is available at the Ashland Hills Hotel, which contains multiple carriers on its roof and is smaller than the proposed location, and therefore the SOU site would be able to accommodate future collocation.

Commissioners KenCairn/Knauer m/s to uphold the appeal and reverse staff's decision to deny the application with the conditions of approval recommended by staff. Roll Call Vote: All AYES. Motion passed 4-0.

V. UNFINISHED BUSINESS

1. Approval of Draft Findings for PA-APPEAL-2024-00019, 1250 Ashland Street

Commissioners Knauer/KenCairn m/s to approve the findings as presented by staff. Roll Call Vote: All AYES. Motion passed 4-0.

VI. TYPE III PUBLIC HEARINGS

PLANNING ACTION: PA-T3-2024-00009

SUBJECT PROPERTY: 2228 East Main Street

APPLICANT/OWNER: Ashland Parks & Recreation/City of Ashland





Planning Commission Minutes

DESCRIPTION: A request to annex the 6.51-acre property at 2228 East Main Street and the adjacent 0.97 acres of East Main Street right-of-way into the City of Ashland with Suburban Residential (R-1-3.5) zoning. The application also includes a request for Site Design Review approval to develop the annexed property as a new public park to include restrooms, a bike park with pump track & skills course, fenced dog park, play area, and a community garden. **COMPREHENSIVE PLAN DESIGNATION:** Suburban Residential; **ZONING:** Existing – RR-5 (County); Proposed – R-1-3.5 (City); **ASSESSOR'S MAP:** 39 1E 11CB; **TAX LOT #'s:** 200

Ex Parte Contact

Commissioners KenCairn, Knauer, and Perkinson conducted site visits. Chair Verner stated that she is familiar with the site. No ex parte contact was disclosed.

Staff Presentation

Senior Planner Aaron Anderson gave a brief timeline of this project, stating that the Parks & Recreation Department held multiple meetings between 2019–2022, with the Parks Commission approving a final design on November 8, 2023. He detailed the application's request for annexation and for Site Design Review of the property, stating that the proposed park would include restrooms, a bike park with pump track and skills course, a fenced dog park, play area, and community garden (see attachment #6).

Regarding the annexation approval criteria, Mr. Anderson stated that items A and C were met, while D and E need to be addressed. Item B will be found to have been met provided that the application is approved for Site Design Review for a park, which is an approved use in the requested zone. He noted that items F, G, and H of the annexation approval criteria do not apply to this application. He stated that the Site Design Review standards have largely been met, exceeded, or do not apply to the application. He pointed out that the application included full frontage improvements along the extent of East Main Street, as well as storm water detention on the north side of the property.

Mr. Anderson stated that findings would be adopted by the Commission on August 13, 2024 presuming it votes to recommend approval. The application would then go to the City Council for a first reading on September 17, 2024, and a second reading on October 1, 2024.

Questions of Staff

Commissioner MacCracken Jain asked if staff had received any public comments in opposition to the dog park, to which Mr. Anderson responded that staff had not.

Applicant Presentation

Clark Stevens of Richard, Stevens, and Associates introduced his firm as the land use consultants for the project, along with Piper von Chamier of Terrain Landscape Architecture to discuss site design standards. Also in attendance was Rachel Dials, deputy Director of the Parks & Recreation



Planning Commission Minutes

Department to answer any operational inquiries.

Mr. Stevens described how the application met the applicable approval criteria, stating that the site is within the City limits, that adequate City facilities are available, sufficient street capacity exists to serve the project, and that the application is in compliance with state annexation procedures.

Ms. von Chamier provided a brief background on the project, which started in 2017 and culminated with the proposal before the Commission. She emphasized the amount of community outreach associated with the project and displayed the site plan showing the amenities of the park as shown in the staff presentation. She pointed out that a 6ft tall fence would be installed on the east and west side of the park to provide privacy to local residences, and a 36in tall fence around the play area to prevent children from accessing the parking lot. A deer fence would also be installed around the community garden, with an existing fence along Abbott Avenue to be retained.

Ms. von Chamier explained that the park would include shade structures and restrooms, as well as path-lighting and an area for a future RVTB bus stop along East Main Street. She mentioned that there would also be vehicular and bike access off of East Main Street, as well as bike access along Abbott Avenue and Brooks Lane.

Questions of the Applicant

Commissioner Knauer remarked that some public comments received expressed concern over parking and asked if there would be sufficient parking for the expected usage. Mr. Stevens responded that peak visitor hours during the week would largely be from the local community, such as children visiting after school. He stated that the application's traffic study determined that peak park usage would not conflict with peak work traffic in mornings and evenings. He elaborated that the park is expected to see more bicycle traffic, which would not require significant parking space. Ms. von Chamier added that the applicants analyzed average parking usage from the existing dog park, community garden, and the city of Redmond's pump track to determine the number of parking spaces required.

Commissioner Knauer expressed concern that the Parks & Recreation Department would be unable to adequately maintain the proposed park due to the difficulty in maintaining current City parks. He proposed allowing the new department Director, Rocky Houston, adequate time to acclimate to his new position before moving forward with the proposal. Ms. Dials responded that the park was designed for low maintenance and that she was confident it could be adequately maintained, particularly once the department has a full staff. She added that the park may be a phased development depending on budget considerations, especially since the state is still reviewing the City's grant application for the pump track. Chair Verner pointed out that the subject application is only for the annexation of the property, the approval of which would allow the project to continue. Commissioner KenCairn stated that the development of the park would be a lengthy process, which





Planning Commission Minutes

would allow the Parks Department ample time to hire additional maintenance staff. She commented that the proposal includes amenities currently lacking in the City that would benefit the community.

Chair Verner closed the Public Hearing and Public Record at 9:12 p.m.

Discussion and Decision

The Commission discussed the timing of the project and whether it would be prudent to delay development. It was reiterated that this approval was merely for annexation and that maintenance of the park would not be necessary for some time. Commissioner MacCracken Jain remarked that the Commission's decision regards land use, not the design of the park. Commissioner Knauer agreed, and asked if this park would complete the City's goal of having all residences within a half-mile of a park. Ms. Dials responded that it would.

Commissioners Perkinson/KenCairn m/s to recommend that this item be forwarded to City Council for consideration based on staff's recommendation and inclusive of staff's recommended conditions. Roll Call Vote: All AYES. Motion passed 5-0.

VII. OPEN DISCUSSION - None

VIII. ADJOURNMENT

Meeting adjourned at 9:16 p.m.

*Submitted by,
Michael Sullivan, Executive Assistant*



Appeal Hearing Verizon Wireless

Planning Commission
July 9, 2024

Verizon Appeal

Before the Commission tonight...

De Novo Appeal Hearing of Staff's Administrative Denial

Site Design Review for rooftop WCF installation & Conditional Use Permit for screening panels to exceed 40-foot height.

Staff Denial

Third party review found initial analysis silent to mid-band RF, which is 90% of licensed spectrum; no trend metrics; scale of propagation plots; alternate site analysis & collocation study were lacking.

On that basis, staff found that gap analysis and collocation study were insufficient and denied the application.

Applicant Verizon Wireless Timely Filed an Appeal

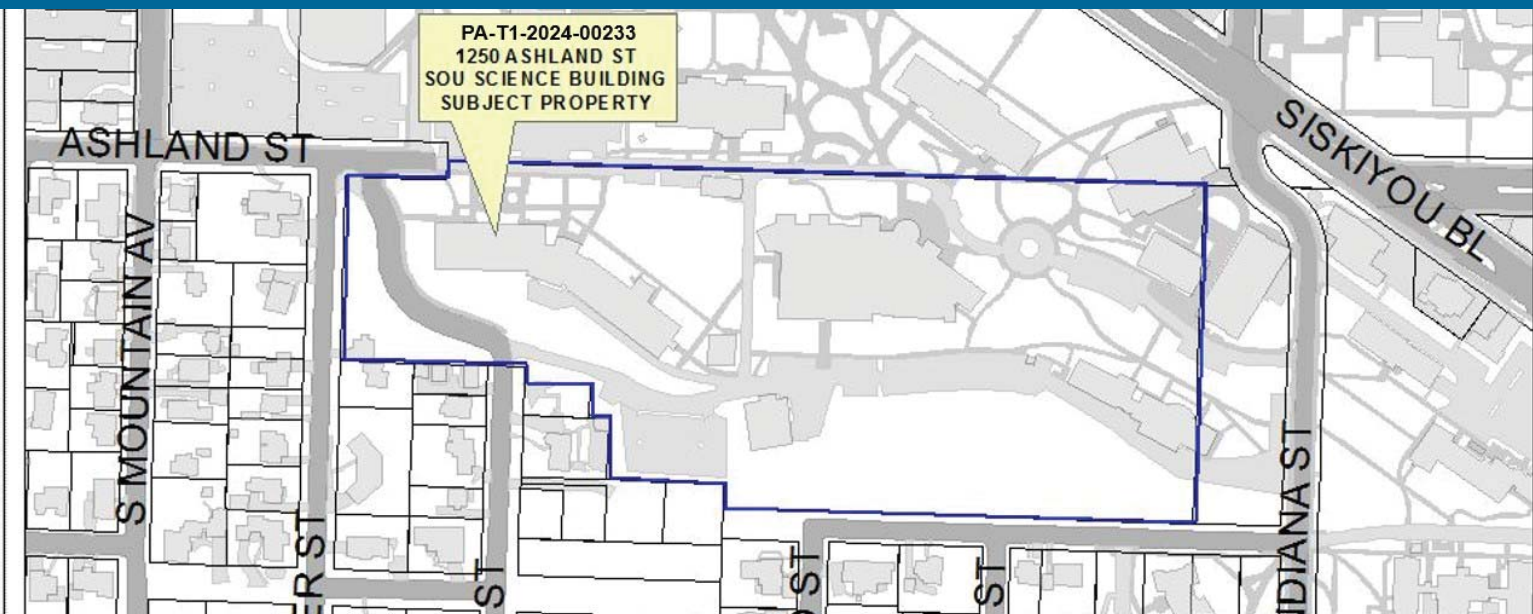
Six points noted in appeal request





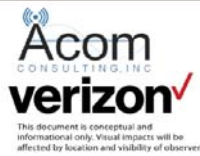
Telecommunications Action of 1996...

- ✓ No discrimination among providers.
- ✓ No passing laws or taking actions that prohibit or have the effect of prohibiting wireless service.
- ✓ *No regulating of wireless based on environmental concerns about radio frequency emissions if the facility will operate within FCC standards.*
- ✓ Must act on siting requests in a reasonable period of time (*90 days from submittal for existing structures – i.e. by July 14th with extension here*).
- ✓ Must issue zoning denials in writing, supported by substantial evidence and findings contained in a written record.



Notice Map SOU Science Building

1250 Ashland Street



- Antenna locations
- Photosim #1 (Looking South West)
- Photosim #2 (Looking South East)
- Photosim #3 (Looking South)

VIEW 1

MDF MadroneAddress: 1250 Ashland Street
Ashland, OR 97520

Proposed Antenna Height: 48.8'
Existing Building Height: 39.1'
Existing Screen Wall Height: 49.1'

Project Description:
Adding new equipment, antennas and screening to proposed Verizon Wireless cell site

VIEW 2

MDF Madrone

Address: 1250 Ashland Street
Ashland, OR 97520

Before - Looking South East

After - Looking South East



Proposed Antenna Height: 48.8'
Existing Building Height: 39.1'
Existing Screen Wall Height: 49.1'

Project Description:
Adding new equipment, antennas and screening to proposed Verizon Wireless cell site

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VIEW 3

MDF Madrone

Address: 1250 Ashland Street
Ashland, OR 97520

Before - Looking South

After - Looking South



Proposed Antenna Height: 48.8'
Existing Building Height: 39.1'
Existing Screen Wall Height: 49.1'

Project Description:
Adding new equipment, antennas and screening to proposed Verizon Wireless cell site

8



Points of Appeal

1. The Director erred by denying a proposal that is identical to the proposal approved in 2018.
2. The Director erred by denying the Application based exclusively on comments from the City RF consultant which the Applicant was never provided an opportunity to respond to or address.
3. The Director erred by denying the Application based on the City RF consultant's request for specific technical information that is not required under the City's application submittal or approval standards.
4. The Director erred by denying the Application on the grounds that the Applicant failed to demonstrate a "service gap" in the coverage area.
5. The Director erred in denying the Application on the grounds that the Applicant failed to demonstrate "that collocation or placement on an existing structure are not feasible."
6. The Applicant reserves the right to raise additional appeal issues since AMC 18.5.010.050(G)(3) does not limit the appeal to the specific grounds listed in the notice of appeal.

AMC 18.4.10

Ashland's WCF Regulations

Regulates the placement, appearance and visual impacts of WCF's while providing residents the ability to utilize wireless services.

Requires Independent Third-Party Review of Technical Submittals.

Preferred Designs

Considered in a "stepped hierarchy".

#1. Collocation

On an Existing WCF

Preferred Option

#2 Attached

To an Existing Structure
If #1 is not feasible

#3 Alternative Structure

Conceal, Camouflage
If #1 & #2 not feasible

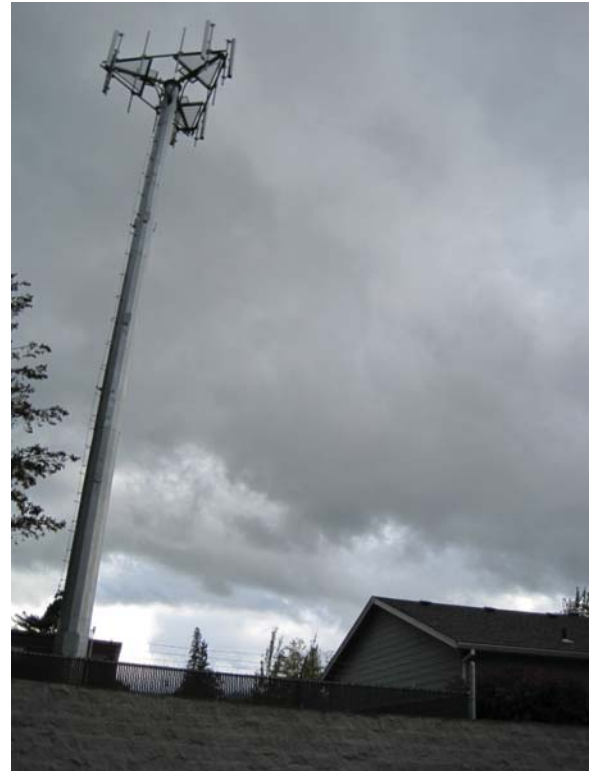
#4 Free-Standing Support Structure

No Lattice Towers
If #1-3 not feasible



Elsewhere in the Valley

Typical WCF Installations



Ashland

Typical WCF Installations





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Third Party Review of Technical Submittals

1. Target area currently served by existing sites between one- and two-miles away. Sites at that distance might provide some low-band RF coverage, but it is often unreliable and service quality depends on subscriber location and local RF "clutter." *It is nearly impossible for sites at that distance to provide reliable mid-band RF coverage in an urban/suburban area.*
2. Existing spotty low-band (700/850MHz) RF coverage from existing neighbor sites provides about ten percent of Appellant's bandwidth. Mid-band spectrum, which accounts for about 90 percent of Appellant's subscriber bandwidth, is likewise spotty and served from existing neighbor sites at or below the outdoor service level. **Third Party Reviewer concluded that Appellant has shown an RF service coverage gap in the vicinity of the proposed site that could be remedied by a new WCF.**
3. In addition to the RF coverage gaps, Appellant provided Forward Data Volume (FDV) and Average Scheduled Eligible Users (ASEU) metric plots. Those plots show two issues that will affect reliable service. First, the FDV plot shows that the serving sector cannot support the number of users and their bandwidth demands during the busiest times each day. Second, the ASEU plot likely reflects the make-and-break connections subscribers experience while trying to hold voice and data sessions on the LTE network from the un-named sector. Both metrics tend to support Appellant's claim of need for a WCF in the vicinity of the proposed site.
4. Appellant has also supplemented their materials with "Crowd-sourced" data from the "Ookla Verizon 4G" database that show user devices reporting less-than-reliable service levels in the vicinity of the proposed site. **That crowd-sourced data is consistent with the existing RF coverage levels shown for low-band and mid-band and is consistent with Appellant's ASEU metrics that show excessive sessions held by the existing WCF sector in question.**

Verizon Appeal





Third Party Review of Technical Submittals

5. Due to the propagation characteristics of both low-band and mid-band signals, **any prospective alternate sites that are more distant than Appellant's existing WCF sites are likely to fail to provide sufficient signal strength to the target coverage area.**
6. Documentation Item #2 "Alternate Site Analysis" lists site numbers 1 through 4. Sites 1, 2 and 3 are either located near existing sites operated by Appellant or are at comparable distances to existing sites. These **alternate sites would likely have the same signal level issues discussed above for existing low-band and mid-band service that create the need for a WCF in the vicinity of the proposed site.**
7. Appellant states that Site 4, the 85-foot light pole location, provides acceptable performance, but Appellant states that location is **"not available."** *[Appellant has provided significant additional information in support of this assertion.]*
8. Additional alternate sites identified by city staff or during public comment near the target area, if any, that have lower antenna center line (ACL) elevation or that are located at other coordinates will require additional propagation modeling by Appellant to assess performance should they be considered.

- Uphold the appeal.
- Reverse the original staff denial.
- Approve the request with the conditions detailed in the staff report, which are consistent with those attached to the 2018 approval.
- Adopt findings tonight to comply with the federal 90-day shot clock which runs to July 14th (*as extended*).

Staff Recommendations



Any questions?...

Appeal Hearing Verizon Wireless

Planning Commission
July 9, 2024

Verizon Wireless

MDF Madrone-2
Application No. PA-T1-2024-00233
Wireless Communications Facility (WCF)
1250 Ashland Street, Ashland, OR

Planning Commission Approved Same Proposal in 2018

- ▶ Verizon applied for the identical rooftop proposal in 2018 - PA #2017-01486.
- ▶ City Staff approved the Application – Decision appealed.
- ▶ Planning Commission affirmed the Staff decision and approved the Application.
- ▶ Land use approval expired in 2020.



Proposed WCF

- ▶ Southern Oregon University – Science Building.
- ▶ Rooftop site – Antennas and equipment on rooftop (no ground equipment).
- ▶ Extend the existing mechanical screening wall to fully screen the WCF – match screening wall.
- ▶ SOU zone – WCF allowed subject to Site Design Review.
- ▶ Conditional Use Permit – Extending existing screening wall that exceeds 40 ft. (49.1 ft.)



Photosim No. 1 – Looking SW



Photosim No. 2 – Looking SE



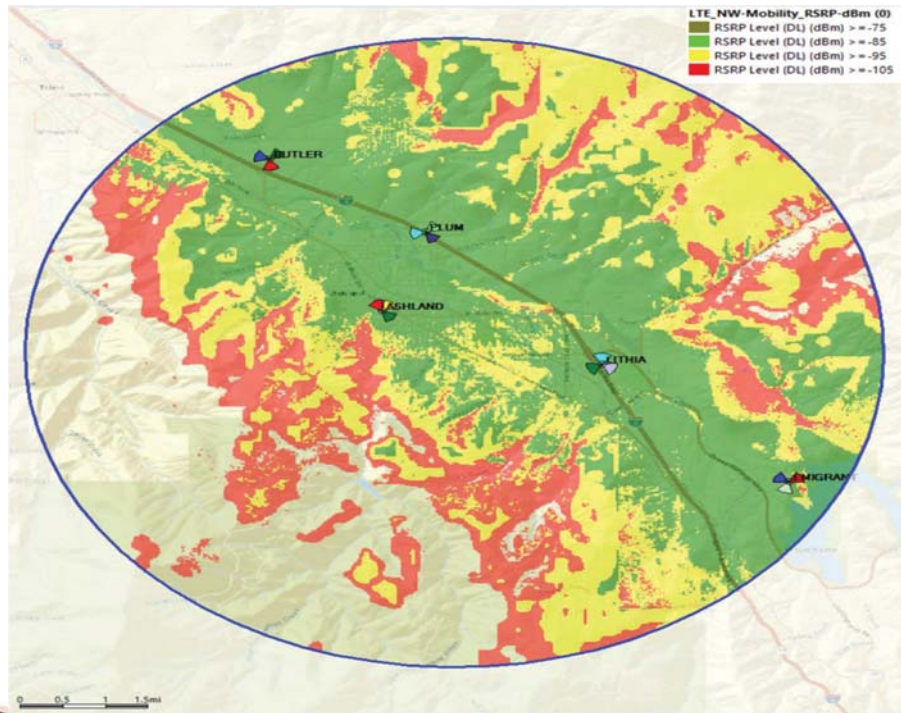
Photosim No. 3 – Looking South



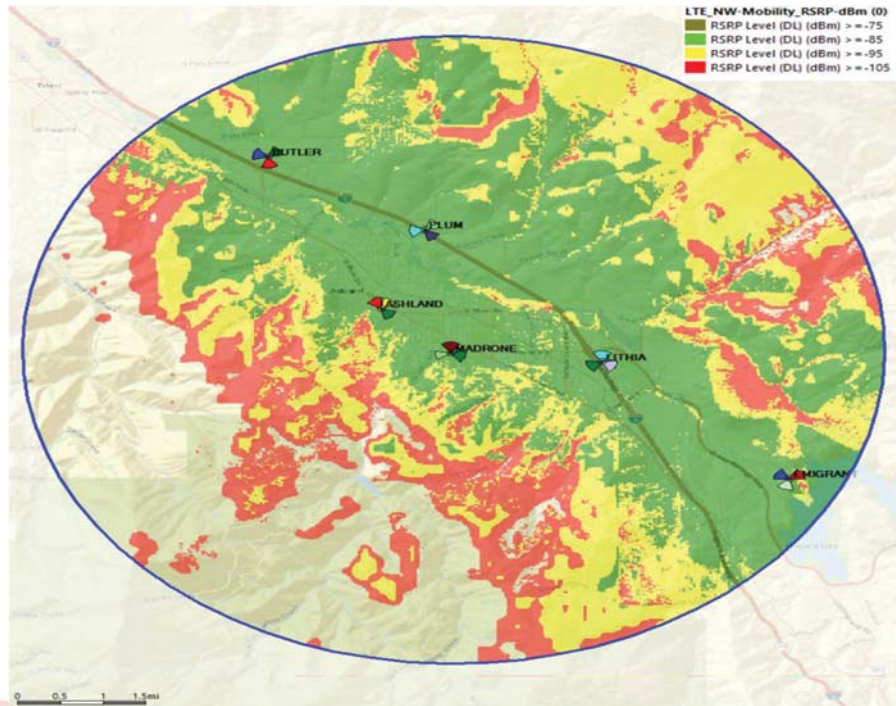
Need for new WCF location

- ▶ Coverage and capacity site.
- ▶ Lack of reliable coverage for indoor and in-vehicle users.
- ▶ Surrounding WCFs are overloaded and beyond capacity.
- ▶ Problem will only get worse over time – wireless data traffic increasing exponentially.

Current Coverage



Coverage With Proposed WCF



AMC 18.4.10.040(B) – Preferred Design

- ▶ 1. Collocation. Collocate new WCFs on pre-existing structures with WCFs in place or on pre-existing towers.
 - ▶ 2. Attached to Existing Structure. If (1) above is not feasible, WCFs shall be attached to pre-existing structures.
 - ▶ 3. Alternative Structure. If (1) or (2) above are not feasible, alternative structures shall be used with design features that conceal, camouflage, or mitigate the visual impacts.
 - ▶ 4. Freestanding Support Structure. If (1), (2), or (3) above are not feasible, a monopole design with vertical attached antennas or if not feasible a platform design.
- 

Alternative Sites Analysis

- ▶ Alt No.1(Towerco 120' wireless tower) – Not within search ring, not satisfy coverage and capacity objectives & too close to existing site (Lithia).
 - ▶ Alt No. 2 (25' Rooftop – 2290 Ashland St.) – No existing WCFs (evaluated 2018), not satisfy coverage and capacity objectives & too close to existing site (Lithia).
 - ▶ Alt No. 3 (25' Rooftop – 30 W. Hershey St.) – No existing WCFs (evaluated 2018), not satisfy coverage and capacity objectives & too close to existing site (Ashland).
- 

Alternative Sites Analysis

- ▶ Alt No. 4 (AT&T 85' stadium light standard).
 - Applicant made repeated attempts over a one-year period to explore this alternative before it was constructed.
 - AT&T was unwilling and unable to allow collocation due to the lower approved height (original proposal 95') and structural issues.
 - Southern Oregon University was unable or unwilling to assist Verizon in facilitating collocation discussions with AT&T.
 - The City was unable or unwilling to assist Verizon in facilitating collocation discussions with AT&T.
- 

City Staff Decision

- ▶ Staff decision concluded the Application satisfied all the applicable approval criteria except the preferred design requirement.
 - ▶ Sole basis for denial – lack of sufficient RF information related to the need for the WCF and the alternative sites analysis.
 - ▶ Staff position based exclusively on the City RF consultant's 4/24/24 letter.
 - ▶ City RF consultant's letter merely requested additional technical information and clarification.
 - ▶ The Applicant was not provided a copy of the City RF consultant's letter or an opportunity to respond.
- 

Grounds for Appeal

- ▶ The City approved the identical proposal in 2018 – same proposal and approval criteria.
 - ▶ The Applicant was denied an opportunity to respond to the City RF consultant's letter.
 - ▶ The City RF consultant requested technical information that is not required to be provided under AMC Chapter 18.4.10.
 - ▶ The Applicant already submitted substantial evidence demonstrating a need for the WCF and the lack of preferred alternatives.
- 

The Applicant Submitted Requested RF Information

- ▶ The Applicant's RF engineer submitted the additional requested information demonstrating a need for the WCF – RF Design Analysis.
 - ▶ The Applicant's RF engineer submitted the additional requested information demonstrating the lack of preferred alternatives– Alternative Site Analysis.
 - ▶ The City's RF consultant reviewed this additional information and agrees with the Applicant's analysis.
 - ▶ The City Staff agrees there are no preferred alternative sites that are available.
- 

Conclusion

- ▶ The City approved the identical proposal in 2018 – same proposal and approval criteria.
- ▶ The Applicant's RF engineer submitted the additional requested RF information.
- ▶ The City RF consultant agrees that the Applicant demonstrated a need for the WCF and the lack of preferred alternative sites.
- ▶ The City staff agrees the Application satisfies the applicable approval criteria.
- ▶ The Applicant requests the Planning Commission approve the Application subject to the conditions of approval.



Kelly Marcotulli, comment for the public record on Verizon appeal to denial of WCF at
SOU. 7/9/2024

What is the city's plan for assuring power is cut to a Wireless Communications Facility, in other words, this new Verizon installation (WCF) in the event of fire? Firefighters will not put water on an electrical fire until they are assured that the electrical source has been shut off from a remote location. Ashland's current code requires a power shut off to be located where the installation is located. Think about that. How will someone cut the power if the fire is where the cut off switch is? There is no provision in the current city code that the switch be accessible at a safe distance from a facility fire.

What is the city's , Verizon's and SOU's plan for people who become sick from the radiation that will be emitted from the new wireless facility? In case you are not aware, in Pittsfield MA, 17 people become very ill when Verizon put a cell tower near homes and businesses. Children became so ill that they were vomiting and missed school. They became so ill that they had to sleep in their basement to escape the radiation from the tower. What are you all going to do when this happens here? And what will SOU do when students in the Science building become ill from the tower above their heads? Dr. Martin Pall submitted documentation that clearly shows a clear effect from EMFs. He concludes" The nervous system, including the brain is the most sensitive organ in the body to EMF effects. These effects range from autism/autism spectrum disorder causation to widespread neurodegeneration including Alzheimer's. Common neurological/neuropsychiatric effects include sleep disruption, fatigue, depression, lack of concentration, memory dysfunction, anxiety,dizziness/vertigo, irritability, tinnitus. These are all bad things to have occurring on a college campus, with lack of concentration and memory dysfunction being particularly damaging to the learning process.

So, please heed your conscience and uphold the Planning Departments decision to deny this application. We have no need for this tower and other solutions are available to ensure SOU students are safe and can receive emergency updates.

July 9th, 2024

Public Comment on Planning Commission Action Item:

PA-T1-2024-00233/PA-Appeal-2024-00019

Offered by Larry Graves, 1336 Prospect St, Ashland, Oregon 97520

The FCC claims preemptive authority over radio frequency airwaves. Their regulations state that Wireless Communication Facilities environmental pollution concerns cannot be used to deny installation permits. There is a growing body of credible evidence that Radio Frequency Radiation is harmful to life, particularly to children's development.

Dr. Martin Pall, Professor Emeritus of Biochemistry and Basic Medical Sciences at Washington State University sent in his public comments on this issue to the city yesterday. Among his comments was this telling fact:

“Safety guidelines” used by the FCC and other regulatory authorities only protect us from the thermal effects [of RFR]. They do not therefore, protect us from any wireless communication EMFs which all act via strong electric and/or magnetic forces.” [Pulse modulation causes EMFs to be much more biologically active than are non-pulsed EMFs of the same average intensities.]

Regarding risk and risk assessment, the Insurance Industry is where the rubber meets the road. So, it is interesting to note that the rating agency A.M. Best, which advises insurers on risk, in 2013 topped its list of “emerging technology-based risks” with RF Radiation:

A.M. Best wrote, “The risks associated with long-term use of cell phones, although much studied over the past 10 years, remain unclear. Dangers to the estimated 250,000 workers per year who come in close contact with cell phone antennas, however, are now more clearly established. Thermal effects of the cellular antennas, which act at close range essentially as open microwave ovens can include eye damage, sterility and cognitive impairments. While workers of cellular companies are well trained on the potential dangers, other workers exposed to the antennas are often

unaware of the health risks. The continued exponential growth of cellular towers will significantly increase exposure of these workers and others coming into close contact with high energy cell phone antenna radiation.”

So, I ask, what is the plan to assure that maintenance personnel at SOU are aware of the risks associated with working in the vicinity of cellular antennas, for example the antennas proposed here for installation on the science building?

What is the commission's recommendation to the city regarding damages to personal health and property caused by WCF's, since no telecommunications providers are able to obtain liability insurance against such damage? The insurance industry considers wireless radiation to be a high-risk pollutant. Conditional use permits for other activities in Ashland recognize the adverse effects of environmental pollutants on community livability.

Why not here?

In light of the recent SCOTUS opinion (Chevron Deference) that federal regulators such as the FCC routinely overstep their statutory authority and then ignore their own regulations and court rulings against them (CHD et al vs the FCC and US Gov, Dec 2021), has the commission considered recommending that the city act preemptively to assure the safety of Ashland's men, women and children?

For example, the city could seek out and band together with other municipalities facing the same health concerns from Wireless Communications Facilities Radiation and sue the FCC to update their safety standards.

Members of the Planning Commission, City Staff, City Counselors, and fellow residents, I'm Alan Rathsam, a resident of Ashland and a retired mechanical engineer. In that field I have BS and MS degrees and a retired professional license in California.

My testimony will address how the City's priorities in favoring some City code provisions and ignoring others has denied Verizon's opportunity to collocate on AT&T's SOU Stadium Tower. To understand circumstances for this denial, we have to review past approval decisions for AT&T's stadium tower. With this information, I urge this Commission to delay a decision on tonight's appeal, pending your review of the implications.

Chapter 18.4.10 WIRELESS COMMUNICATION FACILITIES, section 18.4.10.040 Design **Standards**, section **A. General Provisions, item 8**, state "All new wireless communication support structures shall be constructed so as to allow other users to collocate on the facility." Is there anything unclear about this requirement? Verizon has not been allowed to collocate on the AT&T stadium tower because it was not constructed to meet this requirement. Verizon indicates their requirements for network coverage would be met at this location. The potential advantage to Ashland residents might be a greater setback distance from the tower to a majority of residential properties.

Here are possible reasons for this situation. Section **C. Collocation, item 2.c.**, states that relief from collocation may be granted if it is not **feasible** because "Structural support requirements cannot be met."

It's clear, the AT&T tower structure is too short to accommodate collocation and it cannot support additional weight. The record shows that Verizon expressed interest in collocation before the AT&T tower was even constructed, but the City would not reconsider the tower height issue or facilitate discussion between Verizon and AT&T.

However, under section **B. Preferred Designs**, the text defines "feasible" as capable of being done, executed or effected; possible of realization. A demonstration of feasibility requires a substantial showing that a preferred design can or cannot be accomplished." In this definition, cost or convenience are not factors in what is feasible. So, collocation would be feasible if the existing stadium pole were replaced with a taller pole.

Here is another possible reasons why Verizon was denied collocation.

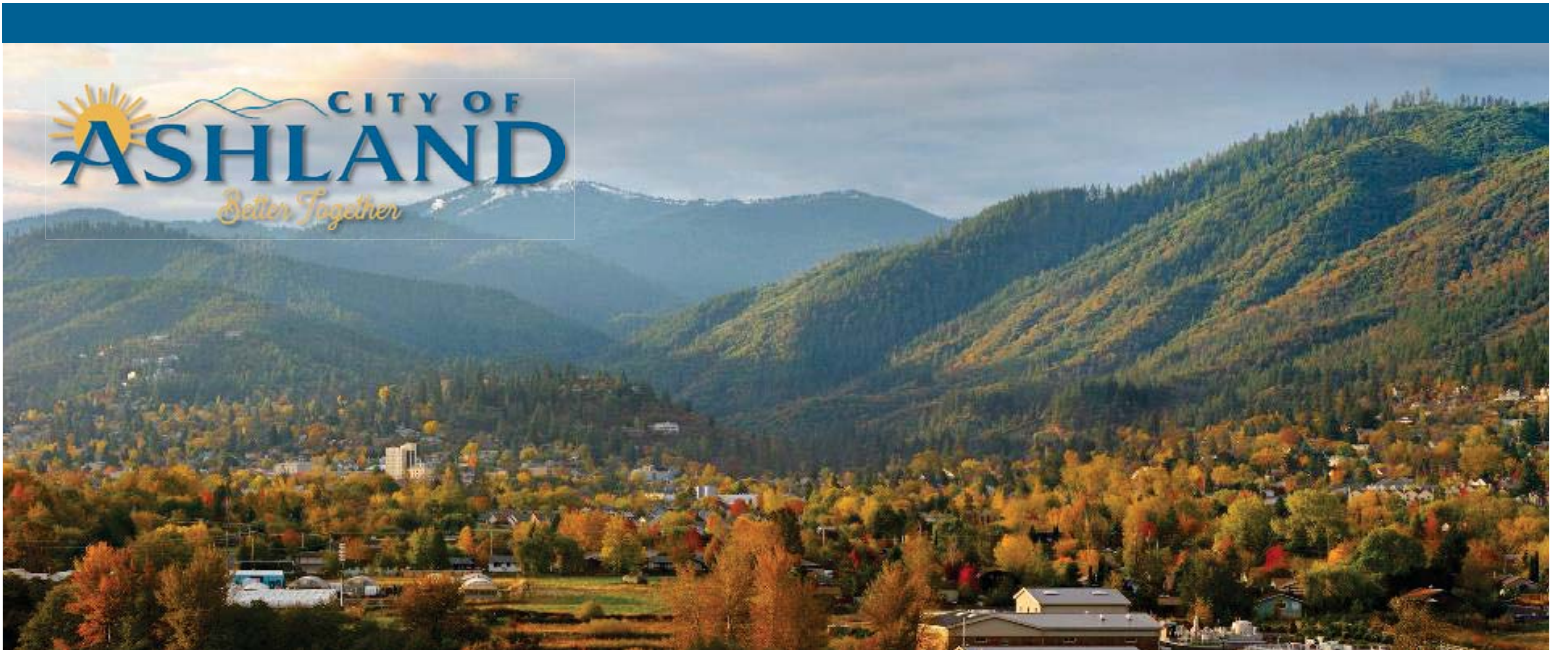
Under section **A. General Provisions, item 4**, "Wireless communication facilities" shall be installed at the minimum height and mass necessary for its intended use."

This requirements appears to be the reason this Commission accepted the City's decision to reduce the AT&T stadium tower height from 95 feet to 85 feet. This approval

immediately prevented the possibility of collocation by any telecom carrier in violation of Design Standards, General Provisions, Item 8.

Under **18.4.10.030 Application Submission Requirements, item 1**, a permit applicant for wireless facilities must provide a copy of the lease agreement for the proposed site “showing” that the agreement does not preclude collocation.” There is no explicit showing or statement in the land-lease agreement between **Southern Oregon University** and **New Cingular Wireless, PCS, LLC** that indicates the agreement does not preclude collocation. The word “collocation” does not appear in the agreement. This omission was noted in the Planning Commission hearing that approved the AT&T cell tower at SOU Stadium, but the City has taken no action to correct the omission in the lease agreement signed by SOU and New Cingular Wireless in September 2023. This lease-agreement submission is incomplete on the issue of collocation, a major issue in Verizon’s appeal.

The implications of the City’s honoring some ordinance provisions and ignoring others justifies a need for deliberation about ordinance priorities before this Commission makes a decision about tonight’s appeal and sets a precedent for future decisions.



East Main Park

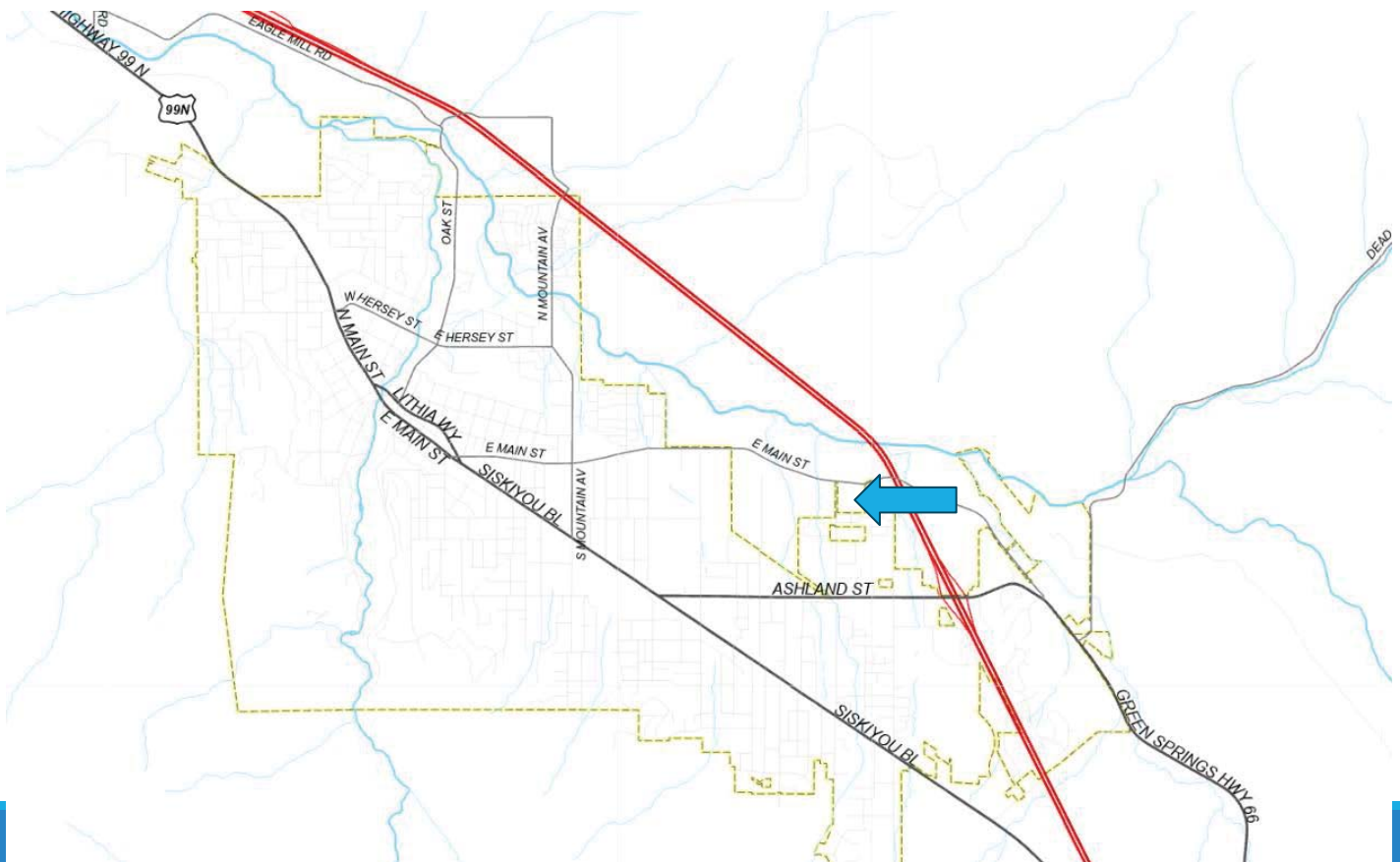
PLANNING
COMMISSION
JULY 09, 2024

Introduction - East Main Park

This is the near culmination of a project that has been many years in the making.

During the design process the Parks dept has had multiple public meetings and surveys to gain stakeholder input. These meetings were held across several years between 2019 and 2022.

The Parks Commission approved final designs at their November 08, 2023, business meeting.



Application

A request for annexation and zone change of a 6.51-acre property and 0.97 acres of adjacent Right of Way (7.48 acres in total).

The application also includes a request for Site Design Review approval for a city park.

The proposed amenities include restrooms, a bike park with pump track & skills course, fenced dog park, play area, and community garden.

Annexation – Type 3 action

Type III actions are reviewed by the Planning Commission, which makes a recommendation to City Council. The Council makes final decisions on legislative proposals through enactment of an ordinance.

Legislative requests are not subject to the 120-day review period under subsection 18.5.1.090.B (ORS 227.178).

Application Materials

Staff report summarizes the following:

Findings of Fact for Annexation

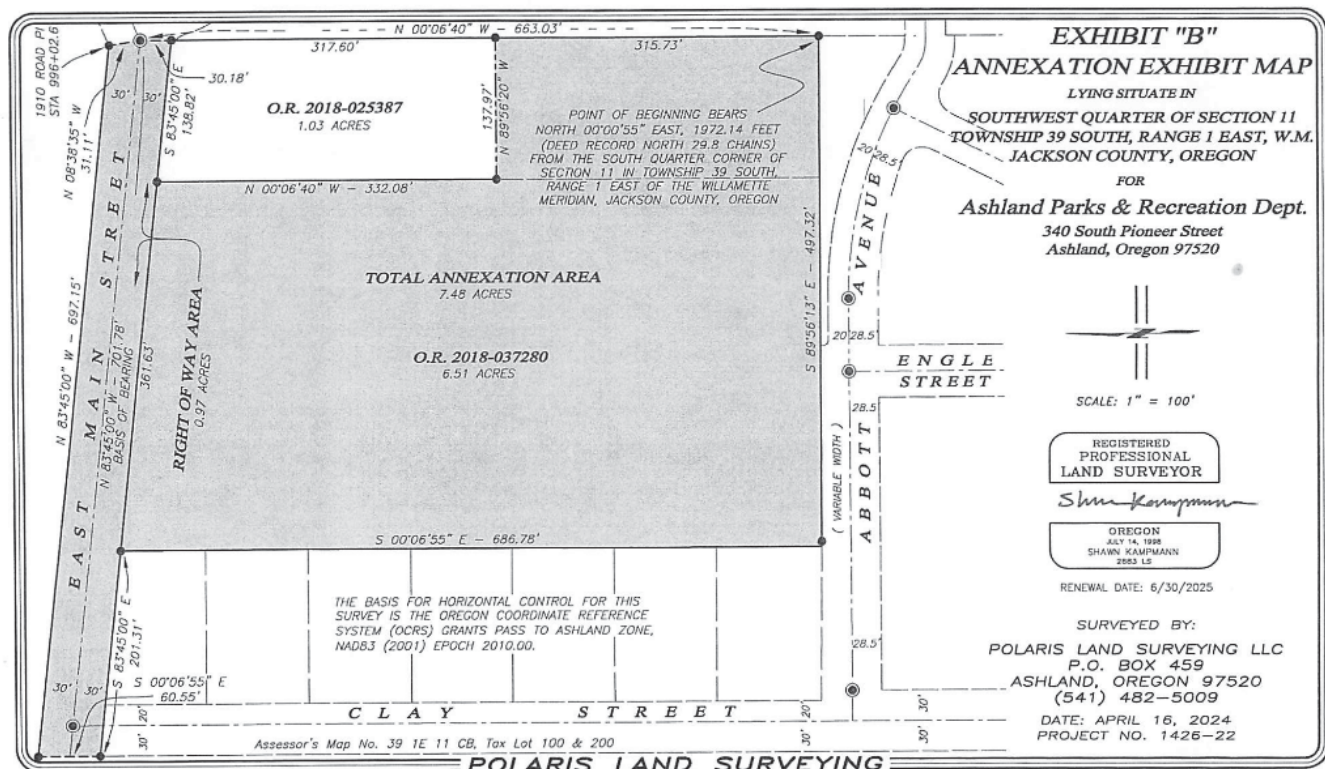
Findings of Fact Site Design Review

Landscaping & Site Plan, and Civil engineering Plans

Traffic Impact Analysis (TIA)

Legal description and survey of land to be annexed

9



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Approval Criteria - Annexation

A. That the annexed area is within the City's Urban Growth Boundary.

B. That the annexation proposal is consistent with the Comprehensive Plan designations.

C. That the annexed area is contiguous with the city limits.

D. That adequate City facilities are available as determined by Public Works.

E. That adequate transportation can and will be provided to serve the annexed area.

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Site Plan

- Bike Pump Track
- Skills Course
- Dog Park
- Community Garden
- Sports Court / Play area

12

Approval Criteria – Site Design

Underlying Zone (18.2)

Overlay Zones (18.3)

Site Development and Design
Standards (18.4)

City Facilities (18.4.6)

15

Presuming PC recommendation of approval

- Findings for adoption by PC – Aug. 13
- Presentation to Council / Ordinance 1st reading – Sept. 17th
- Ordinance 2nd reading – Oct. 1st

Next Steps

16



Questions?

UNFINISHED BUSINESS

**Approval of Findings for PA-T3-2024-00009,
2228 East Main Street**

**THE CITY OF ASHLAND
BEFORE THE PLANNING COMMISSION**

August 13, 2024

IN THE MATTER OF PLANNING ACTION PA-T3-2024-00009 AN	)	
APPLICATION FOR ANNEXATION AND ZONE CHANGE OF A 6.51	)	
ACRE PROPERTY INCLUDING 0.97 ACRES OF ADJACENT RIGHT-OF-	)	
WAY. THE APPLICATION INCLUDES A REQUEST FOR SITE DESIGN	)	FINDINGS,
REVIEW APPROVAL FOR A CITY PARK.	)	CONCLUSIONS,
	)	AND ORDERS.
OWNER	)	
CITY OF ASHLAND	)	
APPLICANT:	)	
ASHLAND PARKS AND RECREATION	)	

RECITALS:

- 1) The subject property is located at 2228 East Main Street and is tax lot #200 of Assessor's Map 39-1E-11-CB. It is 6.51 acres in size and has a comprehensive plan designation of 'Suburban Residential' and a county zoning designation of RR-5 (Rural Residential).
- 2) The subject property is located on the south side of East Main, adjacent to Chautauqua Trace Subdivision to the east and "Bud's Dairy" Subdivision to the south. Along the west side of the property are seven residential lots that front Clay Street. The subject property is within the UGB (the UGB runs along the north side of the East Main Right-Of-Way), and the City Limits is immediately adjacent to the south.
- 3) The subject property is identified on the adopted 2024 Parks Trails and Open Space as a park and has been in the design process with the Ashland Parks Commission for several years. The project received final approval from the Park Commission on November 08, 2023.
- 4) The application is a request for annexation and Site Design Review for the creation of a city park. The applicant provided detailed responses to all applicable approval criteria in the form of findings of fact, as well as a Traffic Impact Analysis, legal description and survey of the property, landscaping and civil engineering plans. These materials are on file at the Department of Community Development and by their reference are incorporated herein as if set out in full.
- 5) The Land Use Ordinance states that: "all annexations shall be processed under the Type III procedure." A Type III planning action is a legislative decision by definition, and is reviewed by the Planning Commission, which makes a recommendation to the City Council. The Council makes final decisions through enactment of an ordinance
- 6) The criteria of approval for Annexation are described in **AMC 18.5.8.050** as follows:

An application for an annexation may be approved if the proposal meets the applicable criteria in subsections [A](#) through [H](#) below. The approval authority may, in approving the application, impose

conditions of approval consistent with the applicable criteria and standards, and grant exceptions and variances to the criteria and standards in this section in accordance with subsection [18.4.6.030.A](#).

- A.** The annexed area is within the City's Urban Growth Boundary.
- B.** The annexation proposal is consistent with the Comprehensive Plan designations applicable to the annexed area, including any applicable adopted neighborhood, master, or area plan, and is an allowed use within the proposed zoning.
- C.** The annexed area is contiguous with the City limits.
- D.** Adequate City facilities for the provision of water to the annexed area as determined by the Public Works Department; the transport of sewage from the annexed area to an approved waste water treatment facility as determined by the Public Works Department; the provision of electricity to the annexed area as determined by the Electric Department; urban storm drainage as determined by the Public Works Department can and will be provided from the annexed area. Unless the City has declared a moratorium based upon a shortage of water, sewer, or electricity, it is recognized that adequate capacity exists system-wide for these facilities. All required public facility improvements shall be constructed and installed in accordance with subsection [18.4.6.030.A](#).
- E.** Adequate transportation can and will be provided to serve the annexed area. For the purposes of this section, "adequate transportation" for annexations consists of vehicular, bicycle, pedestrian, and transit transportation meeting the following standards:
 - 1. For vehicular transportation a minimum 22-foot-wide paved access exists, or can and will be constructed, providing access to the annexed area from the nearest fully improved collector or arterial street. All streets bordering on the annexed area shall be improved, at a minimum, to an applicable City half-street standard. The approval authority may, after assessing the impact of the development, require the full improvement of streets bordering on the annexed area. All streets located within annexed areas shall be fully improved to City standards unless exception criteria apply. Where future street dedications are indicated on the Street Dedication Map or required by the City, provisions shall be made for the dedication and improvement of these streets and included with the application for annexation.
 - 2. For bicycle transportation, safe and accessible bicycle facilities according to the safety analysis and standards of the governing jurisdiction of the facility or street (e.g., City of Ashland, Jackson County, Oregon Department of Transportation) exist, or can and will be constructed. Should the annexed area border an arterial street, bike lanes shall be constructed along the arterial street frontage of the annexed area. Likely bicycle destinations within a quarter of a mile from the annexed area shall be determined and the approval authority may require the construction of bicycle lanes or multiuse paths connecting the annexed area to the likely bicycle destinations after assessing the impact of the development proposed concurrently with the annexation.
 - 3. For pedestrian transportation, safe and accessible pedestrian facilities according to the safety analysis and standards of the governing jurisdiction of the facility or street (e.g., City of Ashland, Jackson County, Oregon Department of Transportation) exist, or can and will be constructed. Full sidewalk improvements shall be provided on one side of all streets bordering on the proposed annexed area. Sidewalks shall be provided as required by ordinance on all streets within the annexed area. Where the annexed area is within a quarter of a mile of an existing sidewalk system or a location with demonstrated significant pedestrian activity, the approval authority may require sidewalks, walkways or multiuse paths to be constructed and connect to either or both the existing system and locations with significant pedestrian activity.
 - 4. For transit transportation, should transit service be available to the annexed area, or be likely to be extended to the annexed area in the future based on information from the

local public transit provider, the approval authority may require construction of transit facilities, such as bus shelters and bus turnout lanes.

5. Timing of Transportation Improvements. All required transportation improvements shall be constructed and installed in accordance with subsection [18.4.6.030.A](#).

F. For all residential annexations, a plan shall be provided demonstrating that the development of the annexed area will ultimately occur at a minimum density of 90 percent of the base density for the zone, unless reductions in the total number of units are necessary to accommodate significant natural features, topography, access limitations, or similar physical constraints. The owner or owners of the annexed area shall sign an agreement, to be recorded with the County Clerk after approval of the annexation, ensuring that future development will occur in accord with the minimum density indicated in the development plan. For purposes of computing maximum density, portions of the annexed area containing unbuildable lots, parcels, or portions of the annexed area such as existing streets and associated rights-of-way, railroad facilities and property, wetlands, floodplain corridor lands, slopes greater than 35 percent, or land area dedicated as a public park, shall not be included.

G. Except as provided in subsection [18.5.8.050.G.7](#), below, annexations with a density or potential density of four residential units or greater and involving residential zoned lands, or commercial, employment or industrial lands with a Residential Overlay (R-Overlay) shall meet the following requirements:

1. The total number of affordable units provided to qualifying buyers, or to qualifying renters, shall be equal to or exceed 25 percent of the base density as calculated using the unit equivalency values set forth herein. The base density of the annexed area for the purpose of calculating the total number of affordable units in this section shall exclude any unbuildable lots, parcels, or portions of the annexed area such as existing streets and associated rights-of-way, railroad facilities and property, wetlands, floodplain corridor lands, water resource areas, slopes greater than 35 percent, or land area dedicated as a public park.

- a. Ownership units restricted to households earning at or below 120 percent of the area median income shall have an equivalency value of 0.75 unit.
- b. Ownership units restricted to households earning at or below 100 percent of the area median income shall have an equivalency value of 1.0 unit.
- c. Ownership or rental units restricted to households earning at or below 80 percent of the area median income shall have an equivalency value of 1.25 unit.

2. As an alternative to providing affordable units per section [18.5.8.050.G.1](#), above, the applicant may provide title to a sufficient amount of buildable land for development complying with subsection [18.5.8.050.G.1.b](#), above, through transfer to a non-profit (IRC 501(3)(c)) affordable housing developer or public corporation created under ORS [456.055](#) to [456.235](#).

- a. The land to be transferred shall be located within the project meeting the standards set forth in sections [18.5.8.050.G.5](#) and [18.5.8.050.G.6](#).
- b. All needed public facilities shall be extended to the area or areas proposed for transfer.
- c. Prior to commencement of the project, title to the land shall be transferred to the City, an affordable housing developer which must either be a unit of government, a non-profit 501(c)(3) organization, or a public corporation created under ORS [456.055](#) to [456.235](#).
- d. The land to be transferred shall be deed restricted to comply with Ashland's affordable housing program requirements.

e. Transfer of title of buildable land in accordance with this subsection shall exempt the project from the development schedule requirements set forth in subsection [18.5.8.050.G.4](#).

3. The affordable units shall be comparable in bedroom mix with the market rate units in the development.

a. The number of bedrooms per dwelling unit in the affordable units within the residential development shall be in equal proportion to the number of bedrooms per dwelling unit in the market rate units within the residential development. This provision is not intended to require the same floor area in affordable units as compared to market rate units. The minimum square footage of each affordable unit shall comply with the minimum required floor area based as set forth in Table [18.5.8.050.G.3](#), or as established by the U.S. Department of Housing and Urban Development (HUD) for dwelling units developed under the HOME program.

4. A development schedule shall be provided that demonstrates that the affordable housing units per subsection [18.5.8.050.G](#) shall be developed, and made available for occupancy, as follows:

a. That 50 percent of the affordable units shall have been issued building permits prior to issuance of a certificate of occupancy for the last of the first 50 percent of the market rate units.

b. Prior to issuance of a building permit for the final ten percent of the market rate units, the final 50 percent of the affordable units shall have been issued certificates of occupancy.

5. That affordable housing units shall be constructed using comparable building materials and include equivalent amenities as the market rate units.

a. The exterior appearance of the affordable units in any residential development shall be visually compatible with the market rate units in the development. External building materials and finishes shall be substantially the same in type and quality for affordable units as for market rate units.

b. Affordable units may differ from market rate units with regard to floor area, interior finishes and materials, and housing type; provided, that the affordable housing units are provided with comparable features to the market rate units, and shall have generally comparable improvements related to energy efficiency, including plumbing, insulation, windows, appliances, and heating and cooling systems.

6. Exceptions to the requirements of subsections [18.5.8.050.G.2](#) through [18.5.8.050.G.5](#), above, may be approved by the City Council upon consideration of one or more of the following:

a. That an alternative land dedication as proposed would accomplish additional benefits for the City, consistent with the purposes of this chapter, than would development meeting the on-site dedication requirement of subsection [18.5.8.050.G.2](#).

b. That the alternative phasing proposal not meeting subsection [18.5.8.050.G.4](#) provided by the applicant provides adequate assurance that the affordable housing units will be provided in a timely fashion.

c. That the materials and amenities applied to the affordable units within the development, that are not equivalent to the market rate units per subsection [18.5.8.050.G.5](#), are necessary due to local, state, or federal affordable housing standards or financing limitations.

7. The total number of affordable units described in this subsection shall be determined by rounding up fractional answers to the nearest whole unit. A deed restriction or similar legal instrument shall be used to guarantee compliance with affordable criteria for a period of not less than 60 years for units qualified as affordable rental housing, or 30 years for units qualified as affordable for-purchase housing.

H. One or more of the following standards are met:

1. The annexation proposal shall meet the requirements of subsection [18.5.8.050.B](#), above.
2. A current or probable danger to public health exists within the proposed area for annexation due to lack of full City sanitary sewer or water services in accordance with the criteria in ORS chapter [222](#) or successor state statute.
3. Existing development in the proposed area for annexation has inadequate water or sanitary sewer service, or the service will become inadequate within one year.
4. The proposed area for annexation has existing City water or sanitary sewer service extended, connected, and in use, and a signed consent to annexation agreement has been filed and accepted by the City.
5. The proposed area for annexation is an island surrounded by lands within the City limits.

I. Exceptions and Variances to the Annexation Approval Criteria and Standards. The approval authority may approve exceptions to and variances from the approval criteria and standards in this section using the criteria in section [18.4.6.020.B.1](#), Exceptions to the Street Design Standards, or chapter [18.5.5](#), Variances

7) The criteria of approval for Site Design Review are described in **AMC 18.5.2.050** as follows:

An application for Site Design Review shall be approved if the proposal meets the criteria in subsections A, B, C, and D below. The approval authority may, in approving the application, impose conditions of approval, consistent with the applicable criteria.

A. Underlying Zone. The proposal complies with all of the applicable provisions of the underlying zone (part [18.2](#)), including but not limited to: building and yard setbacks, lot area and dimensions, density and floor area, lot coverage, building height, building orientation, architecture, and other applicable standards.

B. Overlay Zones. The proposal complies with applicable overlay zone requirements (part [18.3](#)).

C. Site Development and Design Standards. The proposal complies with the applicable Site Development and Design Standards of part [18.4](#), except as provided by subsection E, below.

D. City Facilities. The proposal complies with the applicable standards in section 18.4.6 Public Facilities, and that adequate capacity of City facilities for water, sewer, electricity, urban storm drainage, paved access to and throughout the property, and adequate transportation can and will be provided to the subject property.

E. Exception to the Site Development and Design Standards. The approval authority may approve exceptions to the Site Development and Design Standards of part [18.4](#) if the circumstances in either subsection 1, 2, or 3, below, are found to exist.

1. There is a demonstrable difficulty meeting the specific requirements of the Site Development and Design Standards due to a unique or unusual aspect of an existing structure or the proposed use of a site; and approval of the exception will not substantially negatively impact adjacent properties; and approval of the exception is consistent with the stated purpose of the Site Development and Design; and the exception requested is the minimum which would alleviate the difficulty;

2. There is no demonstrable difficulty in meeting the specific requirements, but granting the exception will result in a design that equally or better achieves the stated purpose of the Site Development and Design Standards; or
3. There is no demonstrable difficulty in meeting the specific requirements for a cottage housing development, but granting the exception will result in a design that equally or better achieves the stated purpose of section [18.2.3.090](#).

- 8) The Planning Commission, following proper public notice, held a public hearing on July 9, 2024. Testimony was received, and exhibits were presented. Subsequent to the close of the public hearing The Planning Commission approved the application subject to conditions of approval.

Now, therefore, the Planning Commission of the City of Ashland finds, concludes, and recommends as follows:

SECTION 1. EXHIBITS

For the purposes of reference to these Findings, the attached index of exhibits, data, and testimony will be used.

Staff Exhibits lettered with an "S"

Proponent's Exhibits, lettered with a "P"

Opponent's Exhibits, lettered with an "O"

Hearing Minutes, Notices, and Miscellaneous Exhibits lettered with an "M"

SECTION 2. CONCLUSORY FINDINGS

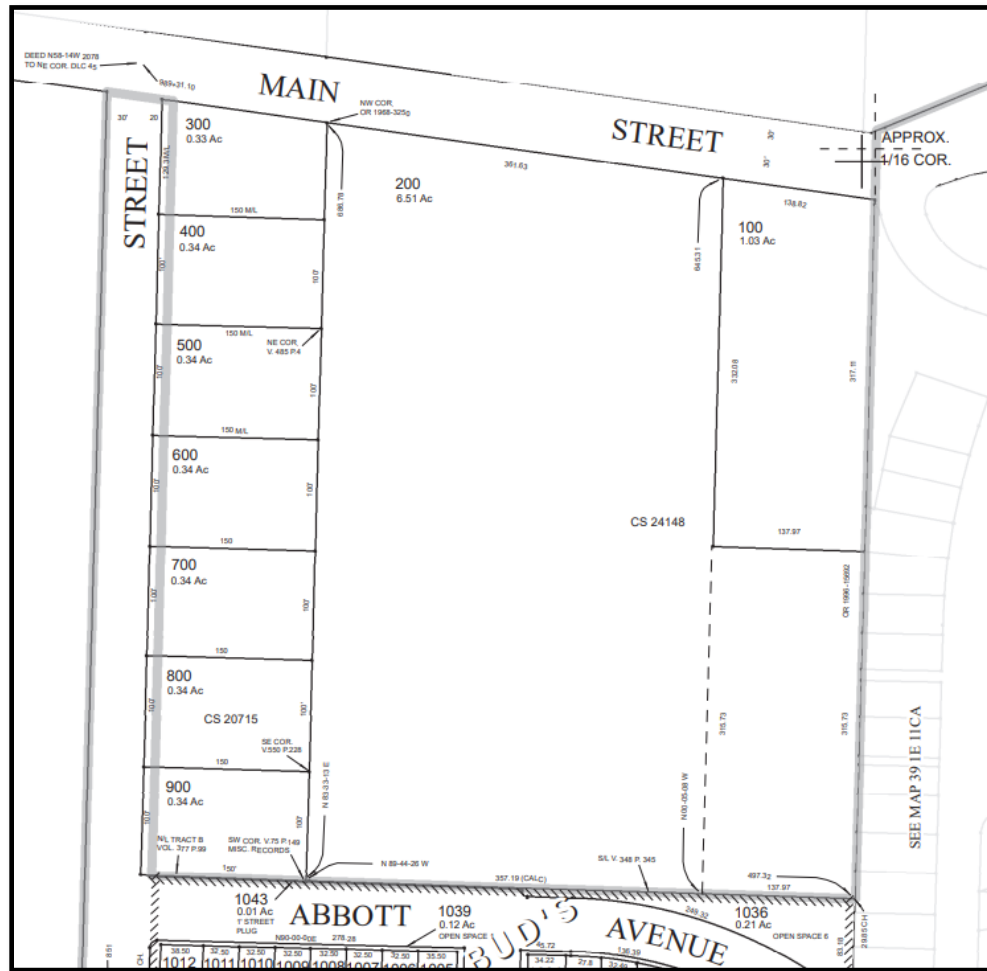
2.1 The Planning Commission finds that the Ashland Municipal Code (AMC) Title 18 is the "Land Use Ordinance" and regulates the development pattern envisioned by the Comprehensive Plan and encourages efficient use of land resources among other goals. When considering the decision to approve or deny an application the Planning Commission considers the application materials against the relevant approval criteria in the AMC.

2.2 The Planning Commission notes that the notice for the public hearing was both posted at the frontage of the subject property and mailed to all property owners within 200-feet of the subject property on June 19th (20 days prior to the July 9th Meeting).

2.2.1 The Planning Commission finds that it has received all information necessary to render a decision based on the application itself, the July 9th Staff Report, the applicant's public hearing testimony, and the exhibits received.

2.3 The Planning Commission takes note of the shape and location of the subject property. Assessor map 391E11CB (shown next page). The subject property is Tax Lot #200. The Planning Commission notes that in this area the UGB Boundary runs along the northern side of Main Street. The Planning Commission notes that the property is within the City's UGB and is contiguous with the current city limits (which are shown in thicker grey lines). The Planning Commission would further note that the dotted line shown is the recently completed property line

adjustment that some of the application materials describe as ‘ongoing’, or ‘concurrent.’



2.4 The Planning Commission finds that the proposal for Annexation meets all applicable approval criteria described in AMC 18.5.8.050 and detailed below.

2.4.1 The first approval criterion for annexation is that “*The annexed area is within the City’s Urban Growth Boundary.*” The Planning Commission notes that the map above shows that the property is within the UGB and finds that this approval criterion has been met.

2.4.2 The second approval criterion for annexation is that “*the proposal is consistent with the Comprehensive Plan designations.*” The Planning Commission notes that the comprehensive plan designation of the property is suburban residential, and the property does not yet have an assigned zone. The application requests a zone change to R-1-3.5 which would be appropriate for the Comprehensive Plan designation of suburban residential. The Planning Commission notes that the table of allowed uses (AMC 18.2.2.030) indicates that a Park is permitted outright in the R-1-3.5 zone. Provided that the development of the park is guided by Site Design Review, as is the case here, it can be found that the proposal is consistent with the Ashland Comprehensive Plan

designation. The Planning Commission finds that this approval criterion has been met.

2.4.3. The third approval criterion for annexation is that “*The annexed area is contiguous with the City limits.*” The Planning Commission notes that the map above shows that the property is contiguous with the City limits and finds that this approval criterion has been met.

2.4.4 The fourth approval criterion for annexation is that “*Adequate City facilities as determined by the Public Works Department*” The Planning Commission notes that the application indicates that the property is served by all city utilities with a 12” sewer main in East Main, an 8” water main that has been stubbed into the property at Abbott Ave, and electrical available from either frontage. The Planning Commission notes that the application explains the expected impact on sewer and water is de minimis based on the few facilities being proposed. The Planning Commission notes that the Public Works Department has confirmed that there are no concerns regarding the capacity of any City facilities.

The Planning Commission notes that the application includes a complete set of plans for the proposed civil improvements prepared by Powell Engineering & Consulting. These provide complete details on frontage improvements including curb, gutter, planter strip and sidewalk as well as a protected bike lane. The Planning Commission notes that the Fire Marshal, it was determined that a fire hydrant was in fact, not required on the East Main Frontage. The Planning Commission notes that a condition of approval has been included below that the project engineer will be required to meet all Public Works requirements. The Planning Commission finds that with the conditions of approval below that this approval criterion has been met.

2.4.5 The fifth approval criterion for annexation is that “*Adequate transportation can and will be provided to serve the annexed area.*” The Planning Commission notes that the application material include a comprehensive Traffic Impact Analysis (TIA) which states that “the traffic impact analysis conclude that the proposed East Main Street Park can be approved without creating adverse impacts to the transportation system.” The Planning Commission notes that these conclusions are supported by comparing the ‘no-build’ to the ‘build’ level of service (LOS) conditions at selected intersections using estimated trip generation processed using “SYNCHRO” timing software. The Planning Commission notes that the TIA estimated the entire park will generate 442 average daily trips (ADT) with 20 trips occurring during the a.m. peak hour and 43 during the p.m. peak hour. The TIA also examines Bike and Pedestrian traffic as well. The TIA concludes that “Streets that serve the subject property will accommodate projected peak hour traffic volumes while maintaining acceptable performance standards in accordance with the City of Ashland and Jackson County Transportation System Plans (TSP).” The Planning Commission finds that based on the the conclusions of the TIA that this approval criterion has been met.

2.4.6 The sixth and seventh approval criteria for annexation address residential density and affordable housing, respectively. Both of those approval criteria provide a manner to determine the required density / number of affordable units, and in each case “land area

dedicated as a public park” is specifically excluded. The present proposal includes that the entire subject property is to be dedicated as a city park and has no residential component. The Planning Commission notes that the residential density based on this exclusion is zero.

The Planning Commission notes that with regard to ‘Goal-10’ compliance, the city recently updated the Buildable Lands Inventory (BLI) update. The BLI found that within the city it was estimated that 1,407 dwellings could be accommodated, with 1303 additional potential dwellings in the UGB. The BLI also determined, based on the conclusions of the Housing Capacity Analysis (HCA), that the city had sufficient capacity across all comprehensive plan designations with the existing city limits.

The Planning Commission notes that the one acre of land that was recently transferred through a property line adjustment was not previously identified to be a park and that the BLI identified the property to have development potential. The Planning Commission notes that the reduction in potential development in terms of dwelling units based on this lot line adjustment was five. Based on the above, The Planning Commission concludes that the reduction in five potential dwelling units will not affect the conclusions of the BLI that the city has sufficient residential land for the next twenty-year planning period.

The Planning Commission finds that because there is no residential development, and that the reduction of five potential dwellings will not have a goal 10 impact these two approval criteria are found to be satisfied.

2.4.5 The eighth and final approval criterion for annexation requires that at least one of five standards to be met. The first of these is that “*The annexation proposal shall meet the requirements of subsection 18.5.8.050.B, above.*” The referenced section is the second approval criteria which states, “*that the proposal is consistent with the Comprehensive Plan designations*” and was discussed in section 2.4.2 above. The Planning Commission notes again that the proposal is consistent with the Comprehensive Plan and finds that since the second approval criterion this approval criterion has been met.

The Planning Commission concludes based on the above that all applicable approval criteria for Annexation approval have been satisfied.

2.5 The Planning Commission finds that the proposal for Site Design Review meets all applicable approval criteria described in AMC 18.5.2.050 and detailed below.

2.5.1 The first approval criterion for Site Design Review is that “*The proposal complies with all of the applicable provisions of the underlying zone.*” The Planning Commission notes that chapter AMC 18.2 provides for allowed uses and general regulations for base zones. As discussed above a city park is permitted outright as an allowed use in the proposed zone. The remainder of the relevant standards in the chapter provide setbacks and lot coverage. The application shows that all proposed buildings exceed the required setbacks minimums and that the proposed lot coverage is 24.5% when 55% is allowed for the zone. The Planning Commission notes that based on the application materials it is clear that all provisions of the underlying zone are met. The Planning Commission finds

that this approval criterion has been met.

2.5.2 The second approval criterion for Site Design Review is that *“The proposal complies with all of the applicable overlay zone requirements.”* The Planning Commission notes that chapter AMC 18.3 provides regulations for all relevant overlay zones. The only overlay zone that affects the property is the ‘Wildfire’ overlay zone which covers the entire city. All proposed structures will be required to comply with the ‘fuel modification area’ as provided at AMC 18.3.10.100, and a condition of approval to that effect has been included below. The Planning Commission finds that with the conditions of approval below that this approval criterion has been met.

2.5.3 The third approval criterion for Site Design Review is that *“The proposal complies with all of the applicable Site Development and Design Standards.”* The Planning Commission notes that chapter AMC 18.4 provides for the Site Development and Design Standards. As relevant here, this chapter regulates. 1) Building placement, 2) Parking Standards, 3) Landscaping, 4) Tree Preservation, and 5) Public Facilities (these are discussed in the fourth approval criterion below). The application materials include detailed responses to each of these standards. In brief the only buildings proposed are the bathroom and shade structures and the relevant standards for building design and placement for Site Design Review are not applicable in this application. The application notes that there are ten trees proposed for removal which are described as dead or dying. The application also includes a tree protection plan as well as extensive documentation on landscaping plant selection, irrigation, and installation.

The Planning Commission notes that the proposed parking lot is shown to meet all standards and while not required includes pervious hard scape for the parking areas to increase rain infiltration and reduce storm water runoff. The application notes that there are “10 parking lot trees are proposed to shade 28 spaces, exceeding the ratio of 1 tree per 7 parking spaces.” Staff would note that our code has recently been updated to be in compliance with the Climate Friendly and Equitable Communities (CFEC) rulemaking which requires compliance with American National Standards Institute (ANSI) A300 Standards and is a new component of the vehicle area design standards. They require that the trees be planted in accordance with ANSI A300 standards including having ample high-quality soil, space for root growth, and reliable irrigation according to the needs of the species. It also requires that the parking lot tree canopy plan shall be prepared by a licensed landscape architect or International Society of Arboriculture (ISA) certified arborist and include certification that the plan is consistent with ANSI A300 standards. Conditions of approval to this effect have been included below. The Planning Commission finds that with the conditions of approval below that this approval criterion has been met.

2.5.2 The fourth approval criterion for Site Design Review is that *“The proposal complies with the applicable standards in section 18.4.6 Public Facilities, and that adequate capacity of City facilities.”* The Planning Commission notes that the application proposes a three-foot dedication along East Main St. to accommodate the required improvements. The application indicates that 7.5’ park row and 6’ concrete sidewalk, a 5.5’ bike lane / 8’ buffered bike lane (where space allows), curb & gutter, storm drainage infrastructure,

streetlights and street trees are proposed. These improvements meet or exceed the standards provided in Table 18.4.6.040.F for a two-lane avenue. All required public improvements along the southern edge of the project are extant. The application materials, as mentioned above, include detailed civil engineering drawings address sewer connection, storm water facilities, and electrical utilities.

2.5.2 The final approval criterion provides certain circumstances where the approval authority may grant exceptions to the Site Development and Design Standards. The Planning Commission notes that the application has no requested exceptions and finds that this approval criterion has been met.

2.6 The Planning Commission finds that there is substantial evidence in the record to make findings that each of the criteria of **approval** for Annexation and Site Design Review approval have been met, as was presented in the applicant's submittal, as well as the Staff Report dated July 9th, and by each of their reference are hereby incorporated herein as if set out in full.

2.7 Following the closing of the public hearing The Planning Commission deliberated and a motion was made recommending approval of the Annexation and Site Design Review application subject to the conditions of approval in the Staff Report.

2.8 The Planning Commission finds that with the conditions of approval included in this decision below, the proposal satisfies the relevant approval criteria.

SECTION 3. DECISION

3.1 Based on the record of the Public Hearings on this matter, the Planning Commission concludes that the request Annexation and Site Design Review is supported by evidence contained within the whole record and forwards a recommendation of **approval** to City Council including the conditions of approval below.

The conditions of approval are below:

- 1) That all proposals of the applicant shall be conditions of approval unless otherwise specifically modified herein.
- 2) That permits shall be obtained from the Ashland Public Works Department prior to any additional work in the public right of way.
- 3) That a final Fire Prevention and Control Plan addressing the General Fuel Modification Area requirements in AMC 18.3.10.100.A.2 of the Ashland Land Use Ordinance shall be provided prior to bringing combustible materials onto the property, and any new landscaping proposed shall comply with these standards and shall not include plants listed on the Prohibited Flammable Plant List per Resolution 2018-028.
- 4) Electric services shall be installed underground, inspected and approved. The final electric service plan shall be reviewed and approved by the Ashland Electric, Building, Planning and Engineering Divisions prior to installation.

- 5) That the sanitary sewer laterals and water services including connection with meters at the street shall be installed, inspected and approved.
- 6) That storm water from all new impervious surfaces and runoff associated with peak rainfalls must be collected on site and channeled to the City storm water collection system through the curb or gutter at a public street, a public storm pipe, an approved public drainage way, or through an approved alternative in accordance with Ashland Building Division policy BD-PP-0029. On-site collection systems shall be detailed on the building permit submittals.
- 7) That the building permit submittals shall include the following:
 - a. Identification of all easements, including but not limited to any public and private utility easements, mutual access easements, and fire apparatus access easements.
 - b. Final lot coverage calculations demonstrating how lot coverage is to comply with the applicable coverage allowances of the R-1-3.5 zoning district. Lot coverage includes all building footprints, driveways, parking areas and other circulation areas, and any other areas other than natural landscaping.

Planning Commission Approval

Date

OTHER BUSINESS

Climate Friendly Areas Update

Memo

DATE: August 13, 2024
TO: Planning Commissioners
FROM: Derek Severson, *Planning Manager*
RE: Climate Friendly Areas Update

Background

As Planning Commissioners are aware, in 2023 the state's Climate Friendly & Equitable Communities (CFEC) rulemaking required cities to study potential Climate Friendly Areas (CFAs) to accommodate 30 percent of future population in pedestrian friendly, mixed-use areas as a key strategy for reducing greenhouse gas emissions. For 2024, cities are required to formally designate CFAs and update adopted maps and zoning ordinances accordingly. Ashland has received a grant from the Department of Land Conservation and Development (DLCD) and is working with 3J Consulting, JET Planning and EcoNorthwest to complete this state-mandated code work.

Consultant Selection

The Department of Land Conservation and Development (DLCD) approved a grant request for the City of Ashland's Climate Friendly Areas Code Update project. To spearhead this initiative, 3J Consulting has been selected as the primary consultant, with additional market analysis support provided by EcoNorthwest and code analysis by JET Planning. Together, they will conduct comprehensive public engagement and draft the necessary code analysis to align Ashland's zoning and development standards with the Climate-Friendly & Equitable Communities principles.

Project Timeline

The timeline provided by DLCD in the contract with 3J Consulting stipulates that an adoption-ready code must be drafted no later than the end of May 2025. This timeline differs from the Climate Friendly Areas (CFA) target completion deadline of December 2024 but reflects the extensive number of such projects being conducted simultaneously statewide and the State funding cycle. Given the late start on initiating the projects (i.e. initial scopes were to begin in January and are being revised now to reflect the project just getting fully underway) and the extended timeline needed to complete adequate public engagement, at its July 15th study

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session the Council directed staff to request an alternative date to the December 31st target completion date outlined in the State legislation. This alternative date would ensure that the comprehensive public engagement and thorough draft code analysis conducted by 3J Consulting, JET Planning and EcoNorthwest are not compromised, ultimately facilitating a more robust and effective implementation of climate-friendly and equitable community principles in Ashland. In preliminary discussions with DLCD staff, they've seemed open to such a request.

Project Goals and Objectives:

- **Goal:** Draft updated zoning and development code and zoning maps for CFAs in Ashland.
- **Objectives:**
 1. Review recommendations from the Council-approved Phase 1 CFA Study by the Rogue Valley Council of Governments (RVCOG).
 2. Use a market feasibility study to inform CFA code regulations.
 3. Select CFAs to accommodate 30 percent of the city's future housing.
 4. Prepare adoption-ready zoning and development standards.
 5. Conduct public outreach to engage stakeholders.

Public Meetings and Community Outreach

The scope of work between DLCD and 3J Consulting for the Ashland Climate Friendly Areas (CFA) Code Update project outlines the following public meetings and engagement activities as recommended by the City Planning staff:

1. Stakeholder Interviews

- Five consultant-led interviews with development interest stakeholders to inform draft code audit and the market feasibility study (*to be completed in July 2024*).

2. Advisory Committees Public Meetings

- Virtual presentations and discussions during the months of September and October with:
 - o Climate and Environment Policy Advisory Committee (CEPAC)
 - o Transportation Advisory Committee (TAC)
 - o Historic Preservation Advisory Committee (HPAC)
 - o Social Equity and Racial Justice Advisory Committee (SERJAC)
 - o Housing and Human Services Advisory Committee (HHSAC)

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3. Public Community Meeting

- Open house meeting to present the project scope, goals, findings, and general recommendations (Tentatively scheduled for 9/17/2024 in the Siskiyou Room).
- One online survey to gather input from those unable to attend the public meeting.

4. City Study Sessions

Study Sessions to review final draft updates to City's zoning ordinance, zoning map, other development codes (as needed) and comprehensive plan. The Consultant will prepare presentations for and attend the two study sessions in person.

- Planning Commission Study Session
- City Council Study Session

5. Public Hearings (Land Use Legislative Amendments)

- Planning Commission public hearing to review proposed amendments and provide recommendations to Council
- City Council public hearing on final draft updates to City's zoning ordinance, zoning map, other development codes (as needed) and comprehensive plan, and adoption of required supporting elements included walkable design standards revisions, highway impact study, multi-modal gaps analysis and written findings addressing all elements of the adoption package.

The CFEC rules also require jurisdictions in Oregon's eight most-populated metropolitan areas to implement land use regulations that support compact, pedestrian-friendly, mixed-use development patterns in urban areas (i.e. not merely in the proposed CFAs). Cascadia Partners is working with DLCD to develop a 'Walkable Design Standards' guidebook to help these communities implement compliant regulations that meet the intent of the Oregon Administrative Rules (OAR) 660-012-0330 and OAR 660-012-0405(4). Cascadia is also developing a model code based on examples of best practices.

Jurisdictions will have broad latitude to adopt land use regulations covered in the guidebook and model code in whole or in part. Ashland staff are serving on the State technical advisory committee, along with staff from the eight other metropolitan areas, to aid Cascadia Partners in developing the guidebook and model code, and Cascadia is also under contract

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with DLCD to help Ashland identify any specific changes needed to bring our land use regulations into compliance with the OAR. Staff and Cascadia have completed an initial audit of Ashland's land use code in light of the OAR and are working to identify potential code updates with the intention that these updates would be brought forward along with adoption of the CFA's and associated regulations.

In addition to the parking regulation changes that were part of the first round CFEC rules implemented, DLCD also has a project underway with Studio Davis to develop a Parking Management Guide that would provide a roadmap for cities dealing with issues such as parking enforcement, implementing paid parking, creating parking benefit districts and parking lot design and landscaping. Ashland planning staff are part of the project management team for this project as well and are working with the consultant to finalize the guide which should be available to cities later this year.

Discussion Items

This is an informational update, and no formal action is requested at this time. The questions below are to provide initial guidance to Planning Staff and the consultant team regarding key aspects of the Climate Friendly Areas (CFA) Code Update project.

1. **Deadline Extension Request:** Is the Planning Commission supportive of the City formally requesting an extension to the December 31, 2024, deadline from DLCD to align with the consultant contract timeline? Factors to be emphasized in this request would include efforts to ensure a comprehensive public engagement process, the necessary code analysis, the number of projects moving forward concurrently (Economic Opportunities Analysis, Manufactured Home Park Ordinance, Transportation System Plan, etc.) with a finite number of staff and meeting hours available, and the need to coordinate components including a required highway impact summary, a multi-modal gap analysis and defensible written findings – none of which cannot be formalized until the final CFAs are selected by Council. *[Note: Council was in favor of an extension request.]*
2. **Height Allowances in C-1 or E-1 Zones:** Should the height allowances required for CFAs (a maximum height of *at least* 50 feet or four stories) be applied to all C-1 or E-1 zones, modifying the land use zoning code universally, or should these allowances be restricted only to the CFA overlay zones where they are required? What are the potential impacts and benefits of each approach? Would the Planning Commission find this acceptable in and/or around historic districts?
3. **Density Regulations in E-1/C-1 Zones:** Is it advisable to eliminate maximum density regulations in all E-1 and C-1 zones, or should this deregulation be limited to areas

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designated under the CFA overlay? The existing zones have maximum densities of 15 dwellings per acre in E-1, and 30 units per acre in C-1. The Transit triangle overlay area presently removes density maximums. What are the implications for housing diversity and community development under each scenario? *[Note: Councilors were cautiously supportive of looking at applying the height and densities across the E1/C1 zones (i.e. not limiting these changes to only the CFA areas) but wanted to ensure that these changes did not impact historic areas or their edges. Councilors were also generally supportive of looking at greater heights and minimum densities than the 50 feet and 15 dwelling units per acre required for cities of Ashland's size. Council seemed generally more open to universally removing maximum density limits in E1/C1 zones than to allowing increased height across the board. Staff believe it would be worth further exploring applying the required 15 dwelling unit/acre minimum density and 50-foot/four-story height limit across all E1 and C1 zones and considering a bonus height allowance in the CFAs to allow up to 60 feet/five stories where the proposal achieves at least a 20 dwelling unit/acre density.]*

4. **Residential Overlay in E-1 Zones:** Currently, mixed-use residential is only allowed in those portions of the E-1 (Employment) zones where there is an -R (Residential) overlay. E-1 zones within the CFAs will need to allow residential, meaning that the -R overlay would need to be extended into these areas, or the regulations adjusted to eliminate the -R overlay and allow residential in all E-1 zones. *[Note: This issue was not considered by Council.]*
5. **Boundary Adjustments to Exclude Multifamily Residential Zones:** Should proposed CFA boundaries be adjusted to include or exclude adjacent developed multifamily residential zones. Including these residentially developed areas would bring CFAs closer to realizing the hoped for 30 percent of population. Excluding these areas would retain their existing standards and development patterns. The CFEC rules allow inclusion of adjacent multifamily areas provided they have at least a 15-dwelling units per acre density. R-2 districts currently have a 13.5-dwelling units per acre base density, and a maximum height of 35' or 2.5 stories. If such areas were to be included within the CFA boundaries Planning Staff and the consultants would need to evaluate whether increased density or any other regulatory changes for CFA designation would impact the existing character of these zones. *[Note: Councilors had some skepticism about inclusion of R-2 areas in the CFA's, particularly if it would alter the requirements applicable to those who had purchased homes in those areas and/or change the character of those areas. They indicated they would want to see a careful analysis of those areas and the impacts before considering this option. Councilors also indicated they wanted to see a clear separation between the SOU zone and the 'Transit Triangle' CFA.]*

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6. **New CFA zone or CFA overlay:** Does the Council have a preference between creating a new CFA zone and re-zoning the proposed CFAs, or creating a new overlay zone which could be applied to the underlying zones of each area? A new zone could simplify the application of the new rules, whereas a new overlay could be created and applied with less disruption to the existing regulations and processes. *[Note: There was not a definitive direction here, although staff's sense was that the Council was at least initially more inclined to using an overlay than to creating a new CFA zone.]*

REFERENCES & ATTACHMENTS

- Attachment #1:** DLCD CFA Overview
Attachment #2: Final/Approved CFA Study prepared with RVCOG
Attachment #3: CFA area maps
Attachment #4: DLCD Consultant Scope of Work

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Climate-Friendly and Equitable Communities

Why this Rulemaking

In 2007, Oregon legislators adopted a policy and goal to reduce Oregon's climate pollution by 75% by 2050. That's what the science calls for, if we're going to avoid catastrophic impacts to our environment, communities, and economy.

Fifteen years later, we're far off track in our efforts to meet those goals – and we're already experiencing real-world impacts of climate disruption, with increasing wildfires, in size, severity, and timing, and record heat waves that have cost Oregonians their homes, and their lives.

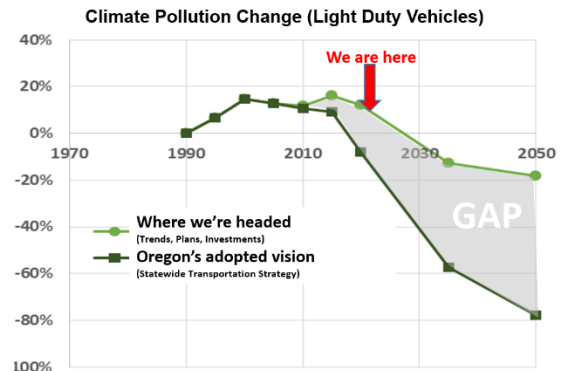
We're particularly off-track in reducing pollution from transportation, responsible for about 38% of Oregon's climate pollution. On our current path, Oregon will only reduce transportation pollution by about 20% by 2050. That means we're polluting far more than we hoped, meaning more extreme weather events, more wildfires, more ocean acidification, and more record heat waves. In response, Governor Brown directed state agencies to promote cleaner vehicles, cleaner fuels, and less driving.

Meanwhile, the State of Oregon is grappling with a troubling history and current patterns of inequity and discrimination, including in our land use, zoning, and transportation investment (and disinvestment) decisions. Wealth and health have been concentrated in the privileged, at the expense of others. This rulemaking aims to take some steps in redressing past harms.

Rulemaking Overview and Desired Outcomes

The Land Conservation and Development Commission launched the Climate-Friendly and Equitable Communities rulemaking in September 2020. The commission directed the Department of Land Conservation and Development (DLCD), Oregon's land use planning agency, to draft changes in Oregon's planning system for communities in Oregon's eight most populated areas (see map at right).

The rules require those communities to change their local transportation and land use plans to do more to ensure Oregonians have more safe, comfortable ways to get around, and don't have to drive long distances just to meet their daily needs. The rules also aim to improve equity, and help community transportation, housing, and



Oregon is dramatically off-track. If current trends continue, Oregon will release more than 4 times more transportation pollution than our goal by 2050.



Thousands of Oregonians have lost their homes in recent wildfires. Missing our climate goals will mean more extreme and more frequent weather events such as heat bombs, droughts, and wildfires.



The rules apply in Oregon's eight metropolitan areas shown above.

planning serve all Oregonians, particularly those traditionally underserved and discriminated against.

What does that mean on the ground? It means having some areas where rules don't get in the way of more walkable neighborhoods. The rules ask 15 communities to designate climate-friendly areas, and to allow people to build taller buildings providing more housing. The rules don't *require* taller buildings, but make sure those buildings are *allowed*. In climate-friendly areas, a minimum density standard would help ensure transit can serve the neighborhood.

Other provisions of the rulemaking call for new buildings to support the growing electric vehicle transformation, reduce one-size-fits-all parking mandates, and increase local planning requirements to address critical gaps in our walking, biking, and transit networks. The rules ask communities to identify transportation projects needed so our climate goals could be met.

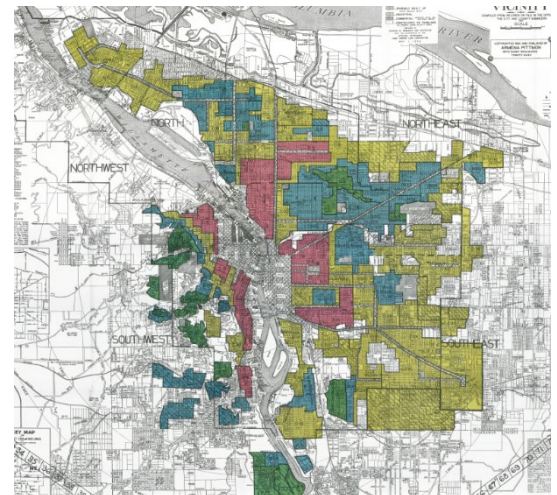
The rulemaking is mainly about letting climate-friendly development happen where people want to build it and the market calls for it. There's a lot of demand for housing where people can walk to where they want to go. While single-family homes will continue to be allowed and provide most housing, Oregonians have a diverse set of housing desires and deserve more affordable and climate-friendly choices. Those could better meet the changing shape of American households, as nearly a third of homes hold just one person. But again, people can choose what best meets their needs.

Equitable Mapping, Engagement and Decision-Making

One central outcome of this rulemaking is an increased emphasis on equity. The rulemaking has worked to integrate equity, starting with the rulemaking charge and title. Equity was key as DLCD attempted to have the composition of the advisory committee reflect the diversity of Oregon's communities, and equity was one of the first tasks tackled by the group.

The rulemaking advisory committee spent significant time at many of its meetings discussing equity, and developed an [Equitable Outcomes Statement](#) to guide the rulemaking drafting and implementation. The rulemaking conducted a racial equity analysis of the rules and an analysis on how the rules could be improved to serve people with disabilities. The committee subsequently reviewed a table listing how each item in the Equitable Outcomes Statement was or was not brought forth into the draft rules, and what next steps might be.

The rules define traditionally underserved populations to include Black and African American people, Indigenous people, People of Color, people with limited English proficiency, people with disabilities, low-income Oregonians, youth and seniors, and more. They require mapping of traditionally underserved populations, local consideration of a set of anti-displacement actions should decisions contribute toward displacement, centering the voices of underserved populations in decision-making, and regular reporting on efforts to engage traditionally underserved populations.



1938 Redlining map of Portland. Redlining allowed white people to build wealth through homeownership.

Climate-Friendly Areas

A climate-friendly area is an area where residents, workers, and visitors can meet most of their daily needs without having to drive. They are urban mixed-use areas that contain, or are planned to contain, a greater mix and supply of housing, jobs, businesses, and services. These areas are served, or planned to be served, by high quality pedestrian, bicycle, and transit infrastructure to provide frequent, comfortable, and convenient connections to key destinations within the city and region.

Why are climate-friendly areas important? A key component of Oregon's plan to meet our climate pollution reduction and equity goals is facilitating development of urban areas in which residents are less dependent upon the single occupant vehicle. Before the automobile became common in American life, cities grew more efficiently, with a variety of uses in city centers and other areas that allowed for working, living, and shopping within a walkable or transit accessible area. Over the last 100 years, the automobile and planning practices have served to separate activities, creating greater inequities within cities and widespread dependence upon climate-polluting vehicles to meet daily needs. Climate-friendly areas will help to reverse these negative trends, with some actions taking place in the short term, and others that will occur with development and redevelopment over time.

The rules require cities, and some urbanized county areas, with a population over 5,000 within the seven metropolitan areas outside of Portland Metro to adopt regulations allowing walkable mixed-use development in defined areas within urban growth boundaries. The rules for the Portland Metro area support implementation of the region's 2040 Growth Concept. Areas will be sized to accommodate a portion of the community's housing, jobs, and services. Local governments will determine where these areas will be located, but many of these areas will likely be established in existing downtowns that may currently allow for mixed uses and higher densities.

Associated requirements will ensure high quality pedestrian, bicycle, and transit infrastructure is available within these areas to provide convenient transportation options. The rules provide a process for local governments to first identify potential climate-friendly areas, then later to adopt development standards for the areas best-suited for this purpose. The rules provide some minimum requirements for climate-friendly areas, with a set of clear and objective standards that may be adopted, or a process for local governments to craft their own standards. Cities of more than 10,000 will monitor housing production within these areas over time and develop strategies to facilitate desired development.

Reforming Costly Parking Mandates

Excess parking has a significant negative impact on housing costs, business costs, the feasibility of housing development and business redevelopment, walkability, air and water pollution, climate pollution, and general community character. Parking mandates force people who don't own or use cars to pay indirectly for other people's parking. Carless households tend to be the poorest households. Parking demand varies significantly



Oregon already has some climate-friendly areas, pleasant places to meet one's needs without needing to drive.



Parking uses a huge amount of high-value land. Off-street parking in downtown Corvallis in red.

from development to development, and about one-sixth of Oregon renter households own zero vehicles. Planning practices of the past have imposed a one-size-fits-all requirement everywhere, creating incentives to own more cars and drive more.

The rules encourage the diversity of parking needs to be met by the diversity of development. The rules would reduce or remove costly parking mandates for desired types of development, such as smaller housing types, small businesses, childcare facilities, multi-family housing, and historic buildings. The rules would completely remove parking mandates within one-half mile of frequent transit and three-quarters of a mile of rail stops, where parking demand is lower per unit.

The rules give communities options to improve parking management. Those who adopt best practice parking policies would get more flexibility. The rules require cities with over 100,000 population that choose to continue to mandate off-street parking to eventually charge at least 50 cents per day for 10% of on-street parking spots.

Getting Ready for Oregon's Electric Vehicle Future

Making our vehicles cleaner is a key part in meeting Oregon's climate goals. Oregon has a vision where 90% of new vehicles will be electric by 2035. To meet that goal, we need to ensure people can charge their vehicles. The most convenient place to do so is at home, but many Oregonians live in older multi-family homes that would be very expensive to retrofit.

Thus, the rules require *new* housing and mixed-use development with at least five units would include electrical conduit (pipes) to 40% of spots, ready for adding wiring and charging stations to support electric vehicles as the market expands.



Building a complete network of EV charging stations at commercial and multi-family housing locations could cut up to 11.9% of climate pollution

Planning for a Future of Transportation Options

DLCD and other state agency partners including the Oregon Department of Transportation will provide a range of new and amplified services to help meet greenhouse gas reduction goals, including grants, technical assistance, tools, and publications, to help local governments adopt plans that meet or exceed the state's climate pollution reduction goals.

Local governments in Oregon have been required to make coordinated land use and transportation plans for decades. The updated rules would require local governments in metropolitan areas to:

- Plan for greater development in transit corridors and downtowns, where services are located and less driving is necessary;
- Prioritize system performance measures that achieve community livability goals;
- Prioritize investments for reaching destinations without dependency on single occupancy vehicles, including in walking, bicycling, and transit;
- Plan for needed infrastructure for electric vehicle charging; and
- Regularly monitor and report progress.

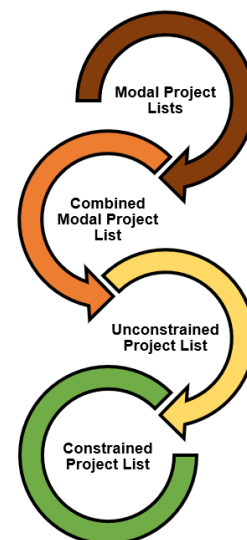


Transportation options are critical for everyone, but particularly the roughly one-in-three Oregonians who cannot drive.

Planning to Meet Our Climate Goals

DLCD's regional greenhouse gas reduction program allows areas to work together to consider statewide, regional, and local needs and issues. The flexible regional planning process allows communities to study economic development, fiscal impacts, resource use, pollution impacts, and the effects of different choices on the state, region, community, or households. The results are intended to help local government community members, elected and appointed leaders better understand issues and quantify the effect of potential policies as they review and update the area's long-range plans and make investment decisions.

The rules expand requirements for regional plans to meet the state's climate pollution reduction targets from the Portland metropolitan area to the next largest metropolitan areas in the state (Eugene-Springfield and Salem-Keizer) initially. Other metropolitan areas will be required to evaluate their local plans towards meeting the state's climate pollution reduction targets and amend their local plans towards meeting the target.



Community Engagement

We've heard from lots of Oregonians over the past eighteen months. We've heard from a 40-person advisory committee including representatives from all of Oregon's impacted eight urban areas, several people who are home builders, realtors, representatives of the trucking industry, affordable housing advocates, land use advocates, community-based and other community-serving organizations.

To supplement those deliberations, staff held two separate series of virtual community conversations in 2021 – five in the spring, and four in the fall. Staff have hosted a series of nine technical work group meetings on specific topics, a series of practitioner meetings with local government staff in each region, and dozens of additional meetings with local elected officials, planning staff, and interest groups.



Some members of the rulemaking advisory committee

Upcoming conversations include events focused on what will be needed at the community level to support implementation and ongoing engagement strategies.

We've heard from hundreds of Oregonians who have attended one or more of the scores of meetings, community conversations, work groups, or practitioner meetings, and from hundreds of people who've submitted comments ([summary here](#)). Our rules are better for it, having continued to evolve and improve.

But the engagement won't end there – the rules require local governments to engage their communities as they make key decisions on how the rules apply locally. If you're interested in these issues, we encourage you to stay engaged.

Implementing the Rules: Resources and Timelines

Local governments are responsible for implementing the rules. Many of the rules take effect when a community next conducts a major update of its Transportation System Plan (TSP), a community's core document describing its transportation needs and future plans. The rules state most plans should be updated by December 31, 2029. The rules have Salem-Keizer and Eugene-Springfield areas on a schedule to do regional scenario plans and update their TSPs by the end of 2027.

The land use components of the rules have specific deadlines. Communities are asked to study potential Climate-Friendly Areas by December 31, 2023, and adopt Areas by December 31, 2024. Parking reform is scheduled to happen in two phases - the first at the end of 2022, and the second by June 30, 2023. Communities may ask for some flexibility around most of these dates.

DLCD is providing or working to find resources for local governments to do this work, along with our agency partners at the Oregon Department of Transportation (ODOT) and the Oregon Housing and Community Services Department. The Oregon Legislature provided \$768,000 to assist with implementation on land use, and ODOT has identified another \$18 million to assist with transportation plan updates.

Learn More

Information on how to get implementation updates via email and many additional materials can be found at www.oregon.gov/lcd/CL/Pages/CFEC.aspx

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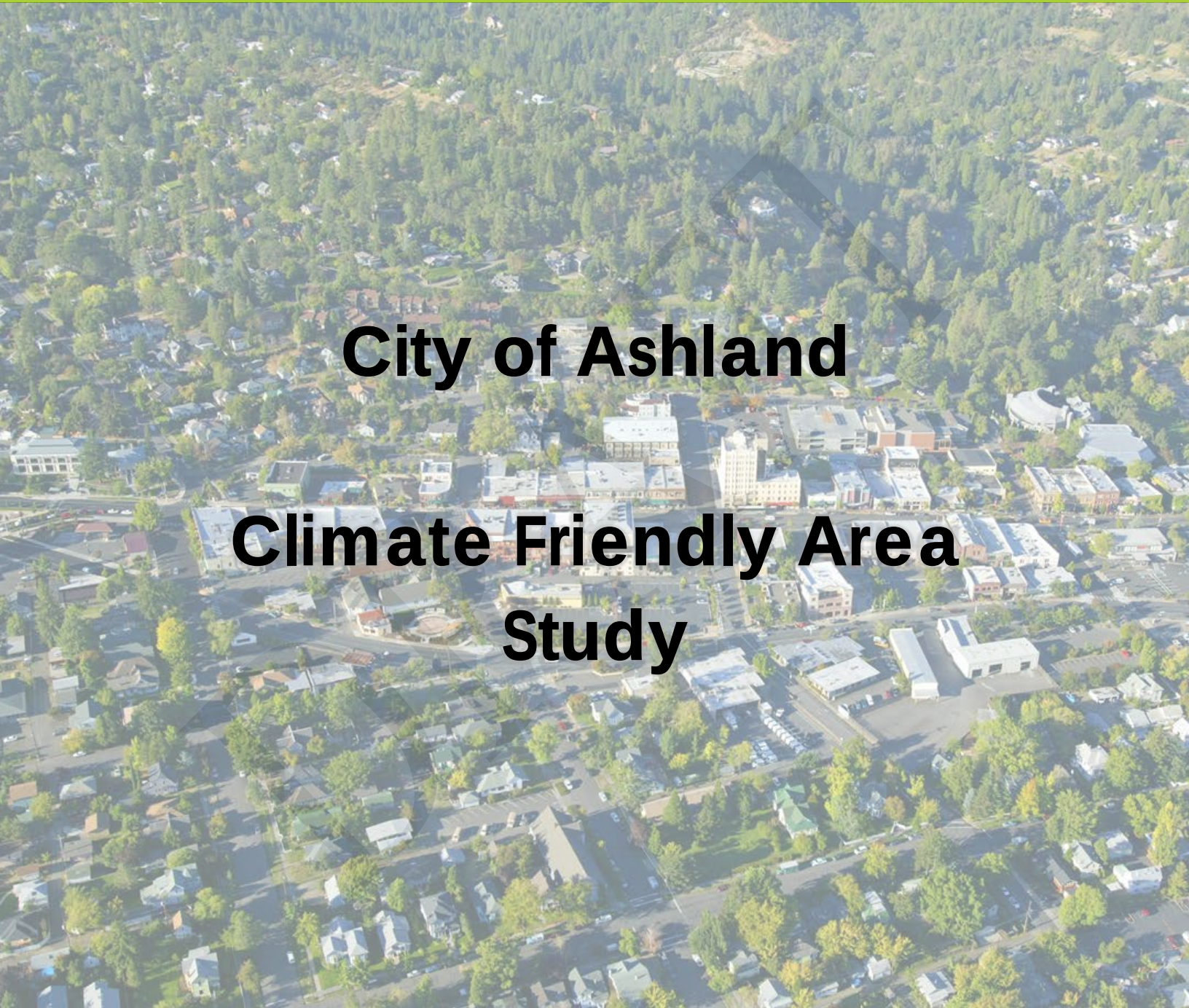
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July 2022



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City of Ashland

Climate Friendly Area Study

*Produced by the Rogue Valley Council of
Governments, in collaboration with the City
of Ashland and 3J Consulting*

2023

Total Page Number: 107



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Disclaimer:

The following study analyzes CFA candidates within the City of Ashland and explores paths forward and potential scenarios should the city designate a Climate Friendly Area. By no means does this study alter the current zoning, land uses, or other development regulations governed by the City of Ashland.



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Chapter 1: Climate Friendly Area Regulations and Methodology Background

Introduction

Rogue Valley Council of Governments, in collaboration with the City of Ashland and the project consultant, 3J Consultant, is conducting a study of potential Climate Friendly Areas (CFA) in accordance with the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310). The State rules were initiated by the Land Conservation and Development Commission (LCDC) in response to Governor Brown's Executive Order 20-04 directing state agencies to take urgent action to meet Oregon's climate pollution reduction targets. The rules encourage climate-friendly development by facilitating areas where residents, workers, and visitors can meet most of their daily needs without having to drive. A CFA aims to contain a variety of housing, jobs, businesses, and services. A CFA also supports alternative modes of transit by being in close proximity to high-quality pedestrian, bicycle, and transportation infrastructure.

Phase 1 of this project is the CFA study which identifies candidate CFAs and analyzes what zones are most aligned to the CFEC rules, and what adjustments to them would be required.

Phase 2 will encompass the actual designation of the Climate Friendly Areas under consideration, and the adoption of maps and ordinances necessary to implement the CFEC initiative. Cities may use CFA areas from the study or any other qualifying area.

Climate Friendly and Equitable Communities Rulemaking

The Climate-Friendly and Equitable Communities rulemaking is part of Oregon's longstanding effort to reduce pollution from the transportation system, especially greenhouse gases that are causing a change in climate and associated weather-related disruptions, including drought, wildfires, and warming temperatures with greater variation overall.

The rules encourage climate-friendly development in Climate-Friendly Areas (CFAs). Other provisions of the rulemaking call for new buildings to support the growing electric vehicle transformation, reduce or eliminate one-size-fits-all parking mandates, and increase local planning requirements to address critical gaps in our walking, biking, and transit networks. The rules ask communities to identify transportation projects needed to meet our climate goals.



Climate Friendly Areas Overview

A CFA is an area where residents, workers, and visitors can meet most of their daily needs without having to drive. They are urban mixed-use areas that contain, or are planned to contain, a greater mix and supply of housing, jobs, businesses, and services. These areas are served, or planned to be served, by high quality pedestrian, bicycle, and transit infrastructure to provide frequent, comfortable, and convenient connections to key destinations within the city and region. CFAs typically do not require large parking lots and are provided with abundant tree canopy.

A key component of Oregon's plan to meet our climate pollution reduction and equity goals is facilitating development of urban areas in which residents are less dependent on the single occupant vehicle. Before the automobile became common in American life, cities grew more efficiently, with a variety of uses in city centers and other areas that allowed for working, living, and shopping within a walkable or transit accessible area. Over the last 100 years, the automobile and planning practices have served to separate activities, creating greater inequities within cities and widespread dependence upon climate-polluting vehicles to meet daily needs. CFAs will help to reverse these negative trends, with some actions taking place in the short term, and others that will occur with development and redevelopment over time.

The rules require cities (and some urbanized county areas) with a population over 5,000, and that are located within Oregon's seven metropolitan areas outside of the Portland metropolitan area, to adopt regulations allowing walkable mixed-use development in defined areas within their urban growth boundaries. Associated requirements will ensure high quality pedestrian, bicycle, and transit infrastructure is available within these areas to provide convenient transportation options, and cities and counties will prioritize them for location of government offices and parks, open space, and similar amenities.

Implementation Timeline

The rules provide a two-phased process for local governments to first study potential CFAs, and then, in a second phase, to adopt development standards for the area, or areas, that are most promising.

Key CFA Study Dates:

- June 30, 2023 – CFA Study Funding Expires
- December 31, 2023 – CFA Studies Due
- December 31, 2024 – Adopt CFA land use standards and any map changes*

** Local governments may request an alternative date for the adoption of land use standards, as provided in OAR 660-012-0012(4)(c).*



Goals

The purpose of this study is to identify candidate CFA areas that meet the size and locational criteria required by OAR 660-012-0310(1). Relevant zoning codes will be reviewed, and suggestions will be made regarding any changes that are necessary to bring zoning codes into compliance with CFEC rules. It is the intention of the project management team that the candidate CFA selection prioritize community context reflecting the most feasible zoning code changes, little to no infrastructure investment, and alignment with citizen interests. The City of Ashland may move forward with the identified CFA area(s) into Phase 2, or they can use what they learned from the study to choose a new area or areas for adoption.

Methodology

The methodology was developed by the Department of Land Conservation and Development (DLCD) and was adapted to perform this CFA study. The Climate-Friendly Areas Methodology Guide goes over the steps to perform the CFA study. The study goes through each of the eight steps highlighted in the methodology guide, including locating and sizing CFA areas, evaluating existing code, identifying zoning changes, calculating CFA Capacity and equity analysis. While the technical analysis team was responsible for overseeing the steps reliant on GIS or analysis of the land use code, Step 1: Public Engagement Plan, was drafted and prepared by 3J Consulting.



The diagram above shows a workflow for conducting a CFA study. This is not the only order in which the Steps can be performed, but it is a recommended sequence for the purpose of clarity and efficiency.

To understand the context of the steps listed above, a summary of the rules, a CFA's purpose, and what requirements should exist or be adopted in CFA areas is necessary. According to DLCD, "a CFA is an area where residents, workers, and visitors can meet most of their daily needs without having to drive. They are urban mixed-use areas that contain, or are planned to contain, a greater mix and supply of housing, jobs, businesses, and services."

The following is a summary of the steps, rules, and regulations on the specifications of siting a CFA. The CFA designation process first requires a study of potential candidate areas, ultimately ending in an area(s) being designated as the City's Climate Friendly Area. This process, slated to conclude by December 2023, is known as phase 1. Phase 2: Adoption requires that cities implement the necessary changes to the land use code to make the zones within the proposed CFA compliant with state regulations, as provided in OAR 660-012-0310 through -0320.



Community Engagement Plan

This step is planned, drafted, and prepared by 3J Consulting, in coordination with city staff and the technical analysis team. While the Community Engagement deliverables are distinctly separate from the technical CFA Study, this study does take into account the community feedback from public meetings throughout the study phases.

Local governments must develop a community engagement plan for the designation of CFAs that includes a process to study potential CFA areas and to later adopt associated amendments to the comprehensive plan and zoning code following the provisions of OAR 660-012-0120 through -0130:

- Engagement and decision-making must be consistent with statewide planning goals and local plans
- Cities and counties must center the voices of underserved populations in all processes at all levels of decision-making, consider the effect on underserved populations, work to reduce historic and current inequities, and engage in additional outreach activities with underserved populations
- Cities and counties must identify federally recognized sovereign tribes whose ancestral lands include the planning area and engage with affected tribes

The community engagement plan must be consistent with the requirements for engagement-focused equity analysis in OAR 660-012-0135(3). Equity analysis is required for a variety of transportation planning actions under Division 12, including study and designation of CFAs. The purpose of an equity analysis is to identify potentially inequitable consequences or burdens of proposed projects and policies on impacted communities in order to improve outcomes for underserved populations.

The equity analysis must include robust public engagement, including a good-faith effort to:

- Engage with members of underserved populations to develop key outcomes, including reporting back information learned from the analysis and unresolved issues
- Gather qualitative and quantitative information from the community—including lived experience—on potential benefits and burdens on underserved populations
- Recognize where and how intersectional discrimination compounds disadvantages
- Analyze proposed changes for impacts on and alignment with desired key community outcomes and performance measures under OAR 660-012-0905
- Adopt strategies to create greater equity and minimize negative consequences
- Report back and share the information learned from the analysis and unresolved issues with people engaged



Locate and Size Candidate CFAs

Every potential CFA must follow the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310) requirements in order to be properly located and sized. The rules regarding location for potential CFAs are universal for all cities.

The CFEC rules of OAR 660-012-0310 that must be followed in the CFA location process are:

- CFA locations must be able to support development consistent with the land use requirements of OAR 660-012-0320.
- CFAs must be located in existing or planned urban centers (including downtowns, neighborhood centers, transit-served corridors, or similar districts).
- CFAs must be served by (or planned to be served by) high quality pedestrian, bicycle, and transit services.
- CFAs may not be located in areas where development is prohibited.
- CFAs may be located outside city limits but within a UGB following OAR 660-012-0310 (e).
- CFAs must have a minimum width of 750 feet, including internal rights of way that may be unzoned.

While the allowed land uses and denser environment will largely influence the choice of a CFA, development feasibility is another important criterion to consider. The area chosen to be CFA should not have infrastructure problems or limitations that could prevent the development of Climate Friendly Areas. The infrastructure capacity of a candidate CFA will be discussed with city staff to determine if it is a sufficient choice or to move forward with another candidate area.

City population is the primary determinant regarding CFA size requirements. There are two categories for sizing a CFA: cities over 5,000 and cities over 10,000 in population. Ashland's population falls under the second option for cities with populations greater than 10,000. Cities with a population greater than 10,000 must designate a minimum of one CFA that accommodates 30% of their current and projected housing, the overall area being at least 25 acres in size. In addition, all CFAs must have a minimum width of 750 feet.



In discussing CFA requirements with city staff, the technical analysis team opted to utilize the prescriptive standards as written by DLCDC. The following table 1 shows the prescriptive standards requirements that must be incorporated in the development code, in accordance with the City's population.

Table 1. Prescriptive Standards

Population	Minimum Residential Density	Max Building Height
5,001-24,999	15 dwelling units/net acre	No less than 50 ft
25,000-49,999	20 dwelling units/net acre	No less than 60 ft
50,000 or more	25 dwelling units/net acre	No less than 85 ft

Because the city of Ashland falls within the 5,001 – 24,999 category, phase 2 will require adoption of rules for a minimum residential density of 15 dwelling units/net acre and a maximum building height of no less than 50 ft in height.



Evaluate Existing Code

The land use requirements established in OAR 660-012-0320, as shown below, are pivotal in determining how much a base zone already aligns with CFA requirements.

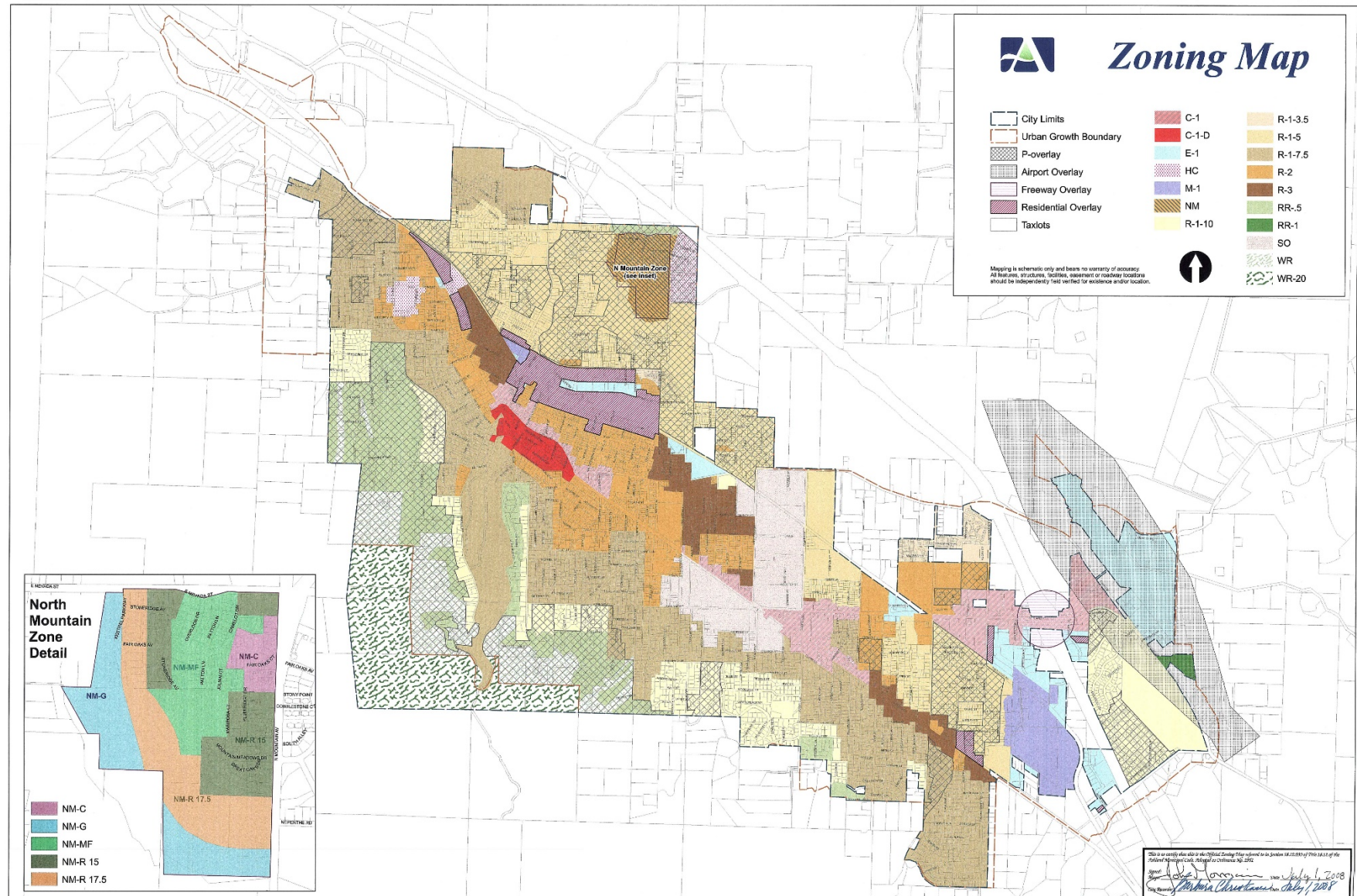
Land Use Requirement for CFAs:

- Development regulations for a CFA shall allow single-use and mixed-use development within individual buildings or on development sites, including the following ***outright permitted uses***:
 - Multifamily Residential
 - Attached Single-Family Residential
 - Other Building Types that comply with minimum density requirements
 - Office-type uses
 - Non-auto dependent retail, services, and other commercial uses
 - Child Care, schools, and other public uses
- Maximum density limitations must be prohibited
- Maximum block length standards must apply depending on acreage of site
- Local governments shall establish maximum block length standards as follows:
 - Development sites < 5.5 acres: maximum block length = 500 feet or less
 - Development sites > 5.5 acres: maximum block length = 350 feet or less
- Local governments shall prioritize locating government facilities that provide direct service to the public within climate-friendly areas and shall prioritize locating parks, open space, plazas, and similar public amenities in or near climate-friendly areas that do not contain sufficient parks, open space, plazas, or similar public amenities.
- Streetscape requirements in CFAs shall include street trees and other landscaping, where feasible.
- Local governments shall adopt policies and regulations in CFAs that implement the following:
 - Transportation review process in OAR 660-012-0325
 - Land use requirements in OAR 660-012-0330
 - Parking requirements in OAR 660-012-0435
 - Bicycle parking requirements in OAR 660-012-0630
- Local governments may choose to **either** adopt density minimums and height maximums (Option A – Prescriptive Standards) **or** adopt alternative development regulations to meet performance standards (Option B – Outcome-Oriented Standards)

The following map 1 is the city's zoning map, and helps convey where zones are located throughout the city of Ashland.

Map 1. City of Ashland Zoning Map

Available as an interactive map online at gis.ashland.or.us/planning/





Identify Zoning Changes

Zoning in CFAs may need to change if the existing zoning does not meet the land use requirements in OAR 660-012-0320. During phase 1 of the study, cities do not need to adopt the land use requirements, but evaluation of necessary land use reforms may influence a base zone's viability of being a potential CFA candidate. Essentially, an existing zone that meets a large proportion of the CFA criteria will likely feature the characteristics that define climate friendly areas, while zones that require intense reform may not incentivize development due to lack of compatible land uses or alternative transit infrastructure.

During the adoption phase, slated to occur in 2024, local governments will have to make and adopt all necessary zoning changes and will need to provide DLCDD with documentation that all adopted and applicable land use requirements for CFAs are consistent with OAR 660-012-0320.

Calculate CFA Capacity

The proposed CFA(s) must meet the residential housing capacity threshold expressed in OAR 660-012-0315(1). The target threshold to meet is at least 30% of current and projected housing needs citywide. The total number of units necessary to meet all current and projected housing needs is derived from the most recent adopted and acknowledged housing capacity analysis (HCA; also known as a housing needs analysis or HNA) as follows:

$$\begin{aligned} &\textbf{\textit{Total number of units needed citywide}} \\ &= \\ &\quad \textbf{\textit{current number of existing units}} \\ &+ \\ &\quad \textbf{\textit{projected number of units to meet future needs}} \end{aligned}$$

After calculating the Total Units Needed, the technical analysis team proceeded to calculate the potential housing unit capacity of the proposed CFA site. The following page goes over the equation that will be used to calculate the Housing Unit Capacity.



Calculate Housing Unit Capacity

The following method was adapted from DLCD's Climate-Friendly Areas methodology guide. The calculation follows the prescriptive path requirements as described in the methodology guide. Total Housing Unit Capacity in the CFA is estimated using the following variables:

1. The Net Developable Area in sq. ft. (a)
2. The maximum number of building floors (f)
3. The assumed percentage of residential use (r)
4. The average size of a housing unit in sq. ft. (s)

Using these, the housing unit capacity (U) in any part of a CFA can be given by a simple formula:

$$\text{Housing Unit Capacity (U)} = \frac{(\text{Net Developable Area} * \text{Maximum floors} * \text{Resident use percentage})}{\text{Average Housing Unit}}$$

Note: In the above formula, the results are rounded up to the nearest integer.

The values to use for Assumed Percentage of Residential Use (r) and Average Size of a Housing Unit (s) are given in the rules. Net Developable Area and Maximum Building Floor factors in the above calculation require some additional sub-calculations. Each uniquely zoned area of the CFA will have its own calculations of these factors and the above housing unit formula. Then they are summed for the CFA to give the total Housing Unit Capacity.



Equity Analysis

Local governments must determine if rezoning the potential CFA would be likely to displace residents who are members of state and federal protected classes and identify actions to mitigate or avoid potential displacement.

The CFA Study must include plans for achieving fair and equitable housing outcomes within CFAs following the provisions in OAR 660-008-0050(4)(a)-(f). CFA studies must include a description of how cities will address each of the following factors:

- Location of Housing: How the city is striving to meet statewide greenhouse gas emission reduction goals by creating compact, mixed-use neighborhoods available to members of state and federal protected classes.
- Fair Housing: How the city is affirmatively furthering fair housing for all state and federal protected classes.
- Housing Choice: How the city is facilitating access to housing choice for communities of color, low-income communities, people with disabilities, and other state and federal protected classes.
- Housing Options for residents Experiencing Homelessness: How the city is advocating for and enabling the provision of housing options for residents experiencing homelessness and how the city is partnering with other organizations to promote services that are needed to create permanent supportive housing and other housing options for residents experiencing homelessness.
- Affordable Homeownership and affordable Rental Housing: How the city is supporting and creating opportunities to encourage the production of affordable rental housing and the opportunity for wealth creation via homeownership, primarily for state and federal protected classes that have been disproportionately impacted by past housing policies.
- Gentrification, Displacement, AND Housing Stability: How the city is increasing housing stability for residents and mitigating the impacts of gentrification, as well as the economic and physical displacement of existing residents resulting from investment or redevelopment.

Please note, the equity analysis was performed with the guidance of DLCD's [Anti-Displacement and Gentrification Toolkit](#). The Toolkit provides an in-depth resource for local government to address racial and ethnic equity in housing production, including a list of strategies to mitigate the impacts of gentrification and displacement. The toolkit helps and guides local governments to establishing a framework for creating housing production strategies with a particular focus on the unintended consequences of those strategies.



Chapter 2: Candidate Climate Friendly Area Analysis

This section reviews the analysis components that were performed to derive the results of the study. The technical analysis team began with initial candidate location suggestions from City Staff, then calculated the housing capacity of the proposed CFAs boundary, and readjusting the CFAs size as needed to accommodate the housing unit capacity.

The zoning analysis focuses on the land use requirements in OAR 660-012-0320 and compares them with the city codes to find suitable zones that are fully or partially compliant with the CFA land use requirements. The zoning analysis informs the team of the land use compatibility of the proposed CFAs. Zoning analysis and identifying zoning changes go hand-in-hand. If existing development standards do not meet CFA requirements, then identify the necessary changes to the specific zones and how to bring them into compliance with the land use requirements or OAR 660-012-0320.

The GIS analysis helps determine the status of transportation infrastructure that is within or around the proposed CFA and whether the proposed area satisfies the transportation connectivity aspect of the regulations. A CFA site must be served by, or planned to be served by, high quality pedestrian, bicycle, and transit services according to OAR 660-012-0310.

Capacity analysis determines whether the potential CFA, or a combination of CFAs, can accommodate 30% of citywide current and projected housing need. If identified CFA candidate area(s) are not sufficient to accommodate at least 30% of housing need, resizing the proposed CFA area or identifying additional candidate CFA areas must be performed.

Equity analysis must determine if rezoning the potential CFA would be likely to displace residents who are members of state and federal protected classes and identify actions to mitigate or avoid potential displacement. Chapter 2 of this study includes plans for achieving fair and equitable housing outcomes within CFAs following the provisions in OAR 660-008-0050.

Overall, the analysis steps are intertwined with each other. Locating a CFA candidate, calculating Housing Needs, Zoning analysis, GIS analysis, Capacity analysis are the steps to designate the appropriate CFA area within the city.

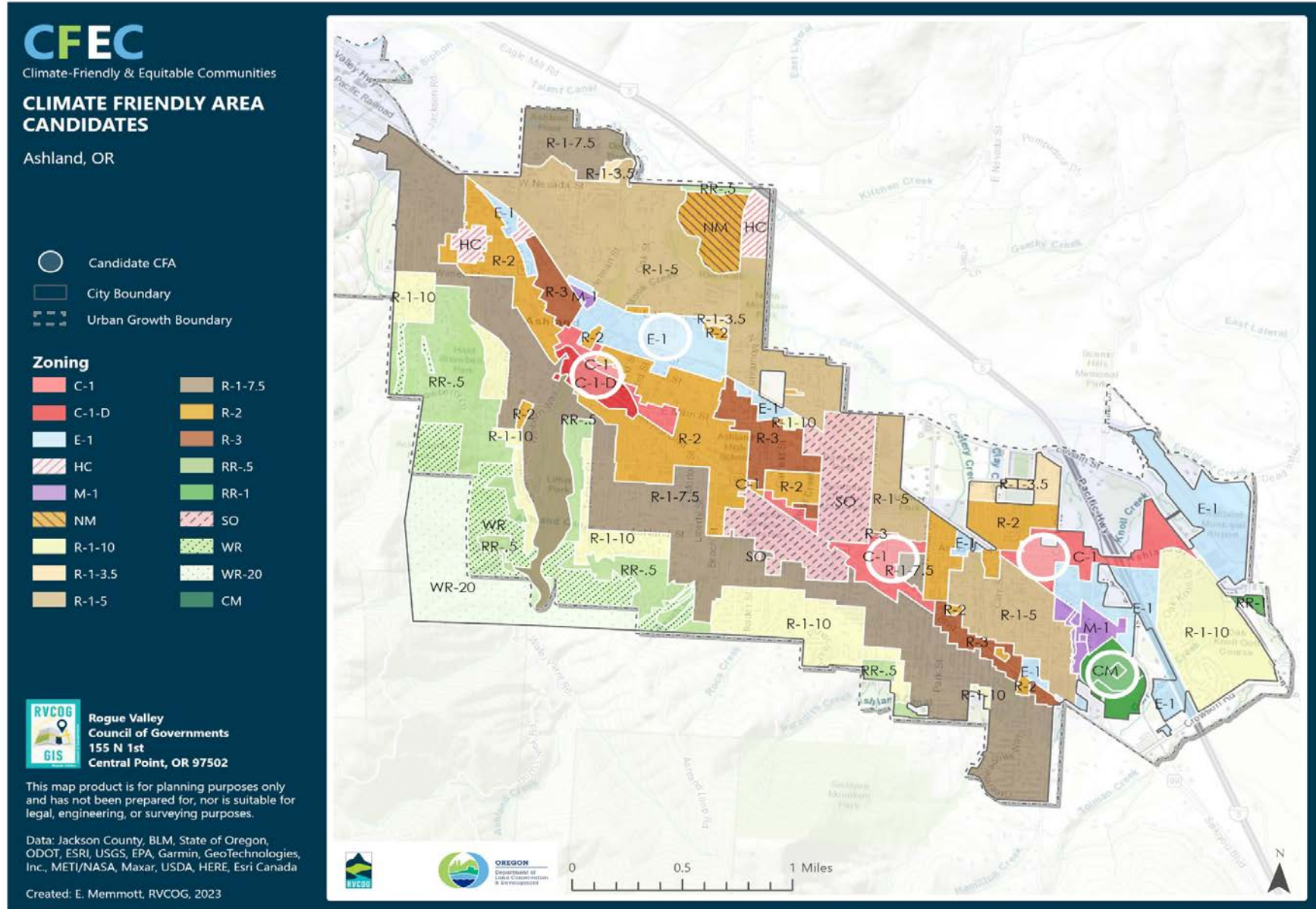


Locate and Size Candidate CFAs

City Guidance

City staff have highlighted several priority CFA candidates, shown in Map 2 below. Staff selected these areas not only for their designated zoning's alignment to the CFA requirements, but also factored in development potential. The Croman Mill and Railroad Property sites are largely undeveloped and present strong cases for rapid CFA-related changes. The Transit Triangle is one of the priority CFA options within the city and has the potential to be improved through redevelopment and development of vacant properties. The prior approval of the Transit Triangle code amendments are largely compatible with CFA, as such this transit served area has considerable redevelopment potential supporting the CFA goals. Conversely, the Downtown area is largely built out, is a National Register Historic District, indicating barriers to potential redevelopment. However, the current built environment is similar to what is expected of CFAs and the C1-D (downtown Commercial) zone could be adapted to comply with CFA guidelines with little trouble and may serve as useful tracts for CFA expansion in the future.

Map 2. CFA Candidates





Calculate Housing Units Needed

As outlined in the methodology guide, the proposed CFA(s) must meet the residential housing capacity threshold expressed in OAR 660-012-0315(1). The threshold to meet is that the cumulative capacity of the CFA(s) is at least 30% of current and projected housing needs citywide. And this is derived by the following formula:

$$\begin{aligned} &\textit{Total number of units needed citywide} \\ &= \\ &\textit{current number of existing units} \\ &+ \\ &\textit{projected number of units to meet future needs} \end{aligned}$$

The most recent Housing Capacity Analysis for the City of Ashland was published in May of 2021 and projects housing needs and trends out to 2041. This analysis estimates there are currently 10,705 dwellings in the city, with a projected need of 858 units more by 2041.

$$10,705 + 858 = 11,563 \textit{ projected housing units needed by 2041}$$

Based on these estimates, the city of Ashland will need to locate and size CFA(s) that encapsulate 30% of 11,563 dwellings, or **3,469** units.



Zoning Analysis

Zoning Code Review

Existing zoning codes were compared to the CFA requirements to identify those zones that are most closely aligned with CFEC rules. Shown in Table 2 below, zones were scored for each criterion with 2 points for full compliance, 1 point for conditional or mixed compliance. Zones also earned 1 additional point for having 40-foot building height maximums, while zones that have 35-foot maximums earned no additional points. Green cells are those in compliance. Yellow cells are those that have partial or conditional compliance or are closer to the 50-foot building height maximum, and overall are closer to compliance than other options.

Any zone can be adjusted to be made CFEC-compliant, so CFAs are possible anywhere in the city, but those zones that would take more legislative changes and create more dramatic changes to the built environment relative to what is currently in the area are not prioritized.

The Croman Mill site was master planned in 2008 and this document includes several subzones that are analyzed in Table 3. Much of the area is currently planned for non-residential uses, but City staff have informed the RVCOG team that the property owner is presently working with a developer, TownMakers LLC, to re-envision the area and propose major plan amendments which would newly incorporate residential development throughout the area. While each subzone was scored individually, for the purpose of analyzing prospective zoning changes the entire site has been attributed the attributes and scores of the Mixed-Use subzone.

The Transit Triangle Overlay was also analyzed for its impact on relevant base zones and their CFA suitability.

Overall, the scoring matrix indicates the suitability of the zones regarding the land use requirements. However, the scores are only the first step of the analysis and the results they produce are only one factor among several that the study analyzes. Therefore, a high scoring zone alone does not determine a CFA candidate area. The location of the zones and surrounding transportation infrastructure must be factored in the 2nd step of the study.



Table 2. Zoning Code Analysis

Y - Yes, Permitted Outright C - Conditional M - Mixed N - Not Permitted N/A - Not Applicable	Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 35 ft = 0	Residential						Commercial			Industrial
		Single Family	Suburban	Low Density MF	High Density MF	Rural	Woodland	Commercial	Downtown	Employment	Industrial
		R-1	R-1-3.5	R-2	R-3	RR	WR	C-1	C-1-D	E-1	M-1
Single Use		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Mixed Use		N	N	N	N	N	N	Y	Y	Y	N
Multi-Family		N	Y	Y	Y	N	N	C	C	C	N
Single -Family Attached		C	C	C	C	C	C	C	C	C	N
Office		N	N	C	C	N	N	Y	Y	Y	Y
Non-Auto Retail/Services/Commercial		N	N	C	N	N	N	Y	Y	C	C
Childcare		C	C	C	C	C	C	Y	Y	Y	Y
Schools		C	C	C	C	C	C	N	N	N	N
Other Public Uses		N	N	N	N	N	N	M	M	Y	Y
Government Facilities		C	C	N	N	C	C	Y	Y	Y	Y
Parks, Open Space, and Other Similar		Y	Y	Y	Y	Y	Y	N	N	N	N
Maximum Block Length		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Density Minimum (15 Dwelling Units/Acre)		N	N	N	Y	N	N	N	N	N	N
Density Maximums Prohibited		N	N	N	N	N	N	N	N	N	N
Maximum Building Height (>= 50ft)		N	N	N	C	N	N	C	C	C	N
Maximum Building Height		35	35	35	35	35	35	40	40	40	40
Score		10	12	13	15	10	10	20	20	19	14



Table 3. Croman Mill Zoning Analysis

Y - Yes, Permitted Outright C - Conditional M - Mixed N - Not Permitted N/A - Not Applicable	Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 35 ft = 0	Neighborhood Center	Mixed Use	Office/ Employment	Compatible Industrial	Open Space
		NC	MU	OE	CI	OS
Single Use		Y	Y	N	N	N
Mixed Use		Y	Y	N	N	N
Multi-Family		Y	Y	N	N	N
Single -Family Attached		Y	Y	N	N	N
Office		N	Y	Y	Y	N
Non-Auto Retail/Services/Commercial		Y	M	M	M	N
Childcare		Y	Y	Y	Y	N
Schools		C	C	C	C	N
Other Public Uses		Y	Y	Y	Y	Y
Government Facilities		Y	C	C	C	Y
Parks, Open Space, and Other Similar		N	N	N	N	Y
Maximum Block Length		Y	Y	Y	Y	Y
Density Minimum (15 Dwelling Units/Acre)		N	N	N	N	N
Density Maximums Prohibited		N	N	N	N	N
Maximum Building Height (>= 50ft)		Y	Y	Y	Y	N
Maximum Building Height		50	50	75	75	N/A
Score		21	21	13	13	8

Observations:

- Single- and mixed -uses are permitted outright in all zones, but single use multi-family residential is only available in higher density residential zones
- Government facilities, parks, open space, plazas, and similar public amenities vary throughout, but are generally more available in the Commercial zones
- Maximum block length applies to all zones except C-1 and C-1-D
- Most zones permit a portion of the required outright permitted uses (multifamily and single family attached residential, office uses, non-auto dependent retail/services/commercial, childcare, schools, and other public uses), but no zones permit all of them outright
- The more greens and yellows, the more CFA-ready a zone is with less modification.
- The Croman Mill District has the most qualifications for a CFA

Identify Zoning Changes

Zones were evaluated in more depth to determine the specific changes that are needed to bring them into compliance with CFEC rules. The purpose of the initial zoning code evaluation was to identify those zones that are the most CFA-ready, as a way to ensure that CFA-related changes occur where they will fit well within the existing built environment and simplify the City's process of updating zoning codes.



CFA Compatible Zones

Croman Mill (CM)	
Single Use	Y
Mixed Use	Y
Multi-Family	Y
Single -Family Attached	Y
Office	Y
Non-Auto Retail/Services/Commercial	M
Childcare	Y
Schools	C
Other Public Uses	Y
Government Facilities	C
Parks, Open Space, and Other Similar	N
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (≥ 50 ft)	Y
Maximum Building Height	50
Score	21

Croman Mill District

The CM District Mixed Use Zone (CM-MU) is close to CFA-compliance. It permits outright all residential uses and already meets the building height maximum requirement.

To be in line with CFA rules, the CM-MU zone would need to be expanded to the entire site and must permit outright non-auto retail/service/commercial, schools, and civic uses. Parks and open space must be allowed, density minimums of 15 du/acre or more enforced, and density maximums prohibited.

Residential – High Density

Residential - High Density (R-3)	
Single Use	Y
Mixed Use	Y
Multi-Family	Y
Single -Family Attached	C
Office	C
Non-Auto Retail/Services/Commercial	N
Childcare	C
Schools	M
Other Public Uses	N
Government Facilities	N
Parks, Open Space, and Other Similar	Y
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	M
Density Maximums Prohibited	N
Maximum Building Height (≥ 50 ft)	C
Maximum Building Height	35
Score	16

The R-3 zone meets many of the CFA land use requirements, except for the 50 ft building height maximum and a portion of the permitted uses. To meet the CFEC requirements, the City of Ashland would have to adjust the currently permitted outright building height maximum from 35 ft (40 ft conditional) to 50 ft and change single-family attached, office uses, childcare, schools, and other public uses from conditional to permitted outright uses. An increase of residential density from 13.5 dwellings per acre would need to be changed to a minimum density of 15 du/acre with no maximum residential density. Non-auto dependent retail/services/commercial and civic uses must be permitted, and density maximums must be prohibited.



Commercial Downtown – Central Business District

Commercial - Central Business District (C-1-D)	
Single Use	Y
Mixed Use	Y
Multi-Family	C
Single -Family Attached	C
Office	C
Non-Auto Retail/Services/Commercial	Y
Childcare	Y
Schools	N
Other Public Uses	M
Government Facilities	Y
Parks, Open Space, and Other Similar	N
Maximum Block Length	N
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (≥ 50 ft)	C
Maximum Building Height	40
Score	15

The Downtown Commercial District is Ashland's Central Business District (CBD), and is the city's nexus for employment, services, and transportation. It is more suitable as a CFA than most other zones because it already has conditional building height maximums of 55 ft and permits mixed uses, government facilities, parks, open space, and other similar public amenities outright. The residential density is currently 60 dwellings per acre, yet there are no minimum density requirements. To meet the full CFA requirements in this area, Ashland would need to mandate a minimum density of at least 15 dwelling units/acre, remove the density maximum, and permit outright building heights of 50 feet or more.

Commercial - Employment

Commercial - Employment (E-1)	
Single Use	Y
Mixed Use	Y
Multi-Family	C
Single -Family Attached	C
Office	C
Non-Auto Retail/Services/Commercial	C
Childcare	Y
Schools	M
Other Public Uses	Y
Government Facilities	Y
Parks, Open Space, and Other Similar	N
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (≥ 50 ft)	C
Maximum Building Height	40
Score	18

The E-1 zone allows for a significant cross section of CFA requirements, but there are several uses like multi-family and single-family attached residential, and schools that would need to be permitted outright to qualify as a CFA. Within a designated CFA, parks and open space also need to be allowed, residential density minimums established, and density maximums prohibited. Like other Ashland zones, building height maximums would also need to be raised from a 40' height to 50'. E-1 zoned properties are also included within the Transit Triangle Overlay, which is discussed later in the document.



Other Residential Zones (R-1, R-1-3.5, R-2, RR, WR)

The lower-density residential zones share a lot in common with each other. They allow single- and mixed-uses and parks. They all partially or conditionally allow single-family attached, childcare, and schools. All except for R-2 do not currently allow office or non-auto retail/service/commercial uses. With the exception of R-2, these lower-density residential zones do not have density minimums except when brought into the City through annexation or as a zone change. The R-2 zone requires a minimum density of 80% the base density. These residential zones have maximum building heights of 35 ft.

Despite their low scores in our analysis, like all zones, these can be made compliant with CFEC rules with certain changes. All office, non-auto retail/service/commercial, childcare, schools, and civic uses would need to be permitted outright making these areas similar to Ashland's commercial zones. To be designated as qualified CFAs density minimums of 15 dwelling units per acres would need to be established and enforced density maximums must be prohibited and building height maximums would have to be raised to a minimum of 50 ft.

Other Commercial and Industrial Zones (C-1, M-1)

C-1 and M-1 zones both score very well in our analysis, but there are other factors that have left them as lower priorities. C-1 scored essentially the same as C-1-D and it would need the same changes to become CFA-ready. The C-1-D receives preference because it encompasses the part of the city with the highest density of jobs and built housing potential, but the adjacent C-1 areas would make good candidates to expand the CFA geographically if needed. C-1 also features prominently in the Transit Triangle Overlay, which is discussed in the next section.

The M-1 zone scored fairly well in our analysis, but it is not prioritized because industrial uses are not as easily relocated as other uses and the goal of the CFA project is to avoid creating undue burdens on the local economy. Additionally, industrial uses do not coexist with residential uses the same way that commercial uses do. That being said, if a portion of the M-1 zone is required to form the ideal CFA form, non-auto retail/services/commercial and schools will need to be permitted outright. Multi-family and single-family attached residential must be permitted along with parks and open space. Density minimums of 15 dwelling units or more must be created and building height maximums need to be raised to 50 ft. Density maximums would have to be prohibited, as well.



Y - Yes, Permitted Outright C - Conditional M - Mixed N - Not Permitted N/A - Not Applicable	Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 35 ft = 0	Transit Triangle			
		Base Zones			
		Commercial	Employment	Low Density Residential	High Density Residential
		C-1	E-1	R-2	R-3
Single Use		Y	Y	Y	Y
Mixed Use		Y	Y	Y	Y
Multi-Family		M	M	M	M
Single -Family Attached		C	C	C	C
Office		C	C	Y	Y
Non-Auto Retail/Services/Commercial		Y	C	C	N
Childcare		Y	Y	C	C
Schools		N	M	M	M
Other Public Uses		M	Y	N	N
Government Facilities		Y	Y	N	N
Parks, Open Space, and Other Similar		N	Y	Y	Y
Maximum Block Length		N	N	Y	Y
Density Minimum (15 Dwelling Units/Acre)		Y	Y	N	Y
Density Maximums Prohibited		N	N	N	N
Maximum Building Height (>= 50ft)		Y	Y	N	N
Maximum Building Height		50	50	40	40
Score		18	21	15	16

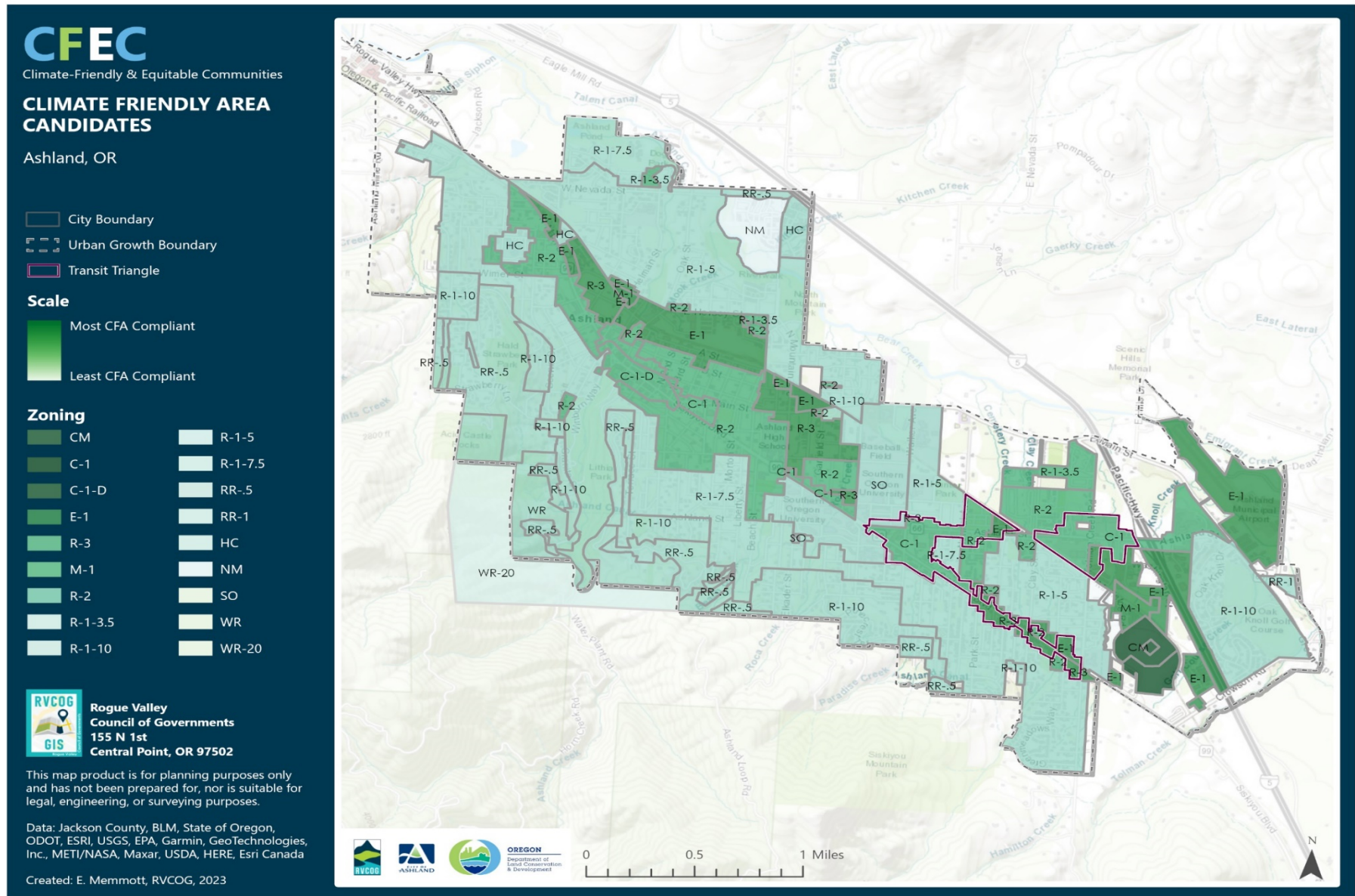
Transit Triangle Overlay

Table 4.
Transit Triangle Zoning Analysis

The Transit Triangle Overlay (TTO) is intended to diversify the mix of housing and business types along major transit routes. Table 4 above shows that the overlay enhances the C-1 and E-1 zones within the TTO and significantly improves their scores in our analysis. However, for the TTO, multi-family residential uses are permitted only for rental and not for purchase. The main improvements to the C-1 and E-1 zones are the increased building height maximums, density minimums, and parks/open space. Within the TTO, the C-1 and E-1 zones have excellent scores and are some of the best candidate areas for CFA locations.

Map 3 on page 29 showcases the zones illustrates which best fit the CFA requirements. No zones are currently in compliance with CFEC rules, but Tables 2 and 3 show that the Croman Mill, Residential – High Density (RHD), and Commercial – Central Business District (CBD) zones stand out as being the closest. Small changes to permitted uses and the building height maximum would bring most into compliance.

Map 3. Zoning Analysis





CFA Capacity Calculation

Candidate CFA locations have been identified and prioritized, and this step evaluates each area's housing capacity. If the proposed CFA's boundaries do not encompass 30% or more of current and future dwellings, there will be a need for boundaries to be adjusted or the creation one or more additional CFAs. Additional CFA candidates that have been identified will be considered first for CFA expansion if need be and the evaluation process will begin at Step 2 for these sites.

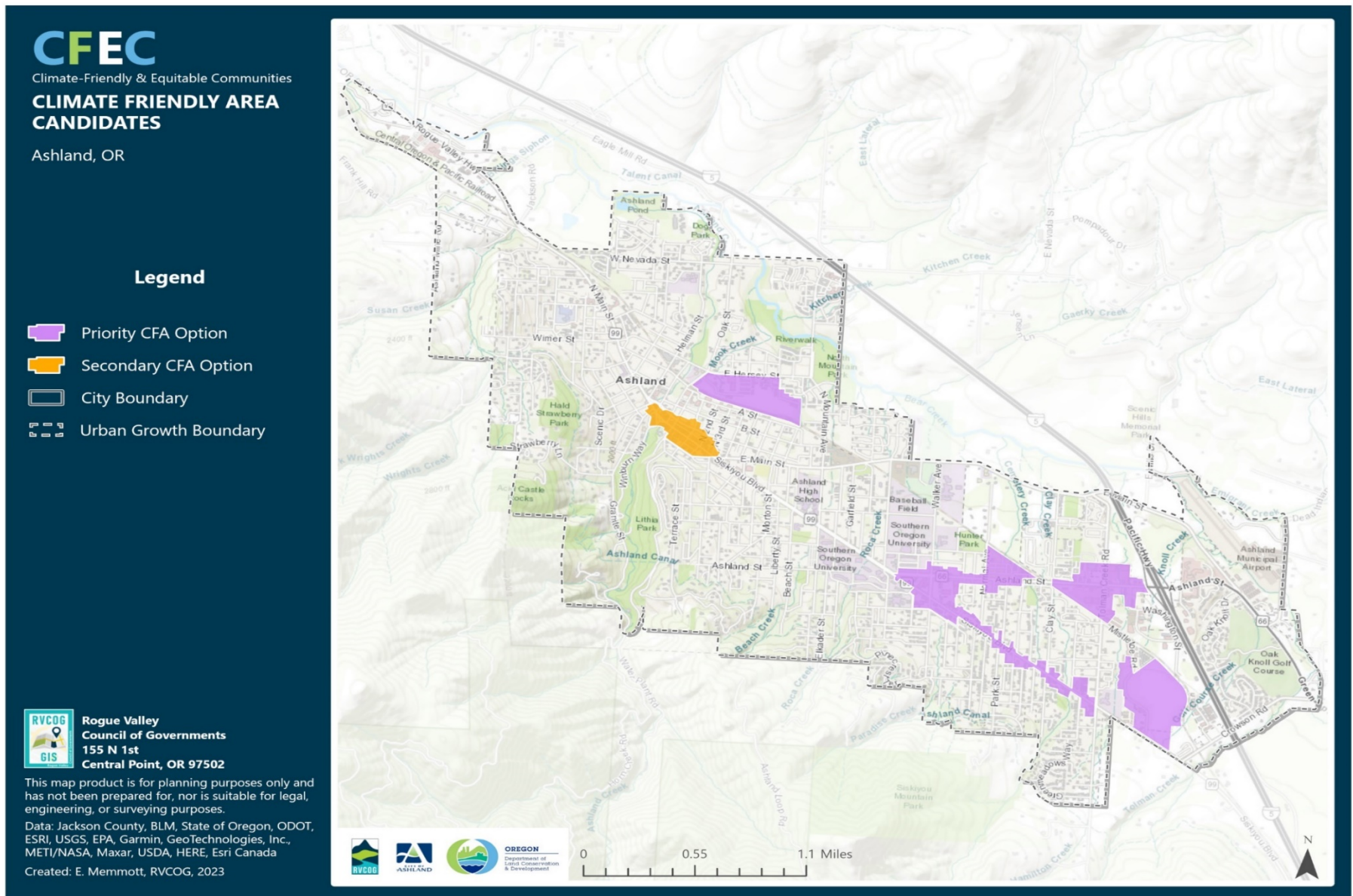
City Guidance

City staff have highlighted several priority CFA candidates, shown in Map 4 below. Staff selected these areas not only for their designated zoning's alignment to the CFA requirements, but also factored in development potential as an additional factor. The Croman Mill and Railroad Property sites are largely undeveloped and present strong cases for rapid CFA-related changes. The Transit Triangle is one of the priority CFA options within the city and do have the potential to be improved within the existing uses and make it more compatible as CFA requirement and it could look like a secondary downtown. Conversely, the Downtown area is largely built out, indicating a barrier to potential redevelopment. However, the current built environment is similar to what is expected of CFAs and could be adapted to CFA guidelines with little trouble and may serve as useful tracts for CFA expansion in the future.

City staff have highlighted several priority CFA candidates, shown in Map 4 below. Staff's selections were made based not only on how well the designated zoning aligns with CFA requirements but also considering the potential for development. Among these areas, the Croman Mill and Railroad Property sites stand out due to their underdeveloped nature, making them suitable for rapid CFA-related changes. Another noteworthy candidate area is the Transit Triangle Overlay, which holds a prime position among the CFA options within the city. There is potential to enhance this area while maintaining its existing uses, thereby making it more compatible with CFA requirements.

In contrast, the historic Downtown area is already extensively developed, posing a challenge for potential redevelopment. Despite this, its current built environment closely resembles what is envisioned for CFAs. With some adjustments, it could be brought in line with CFA guidelines without significant difficulty. As such, it could serve as a valuable location for potential CFA expansion in the future.

Map 4. Priority CFA Candidates



Croman Mill

The Croman Mill site is approximately 92 Acres in the southeastern corner of the city (Image 1). It is served by Siskiyou Blvd. at the south end and Mistletoe Rd. in the north. A master plan for the site was adopted in 2008, but development has yet to occur (Image 2). The plan calls for office and industrial uses for most of the site. Also, there is residential center and mixed-use zones allowed within the Croman Mill site.

The Croman Mill site is viewed as an excellent CFA location due to its redevelopment potential, large size, and proximity to quality transit service and bicycle and pedestrian infrastructure.

Railroad Property

The Railroad Property site is 57 Acres in the center of the city, just a few blocks north of downtown (Image 3). The site rests between the rail line and E Hersey St. The northern half of the site is developed with commercial, and employment uses, but the majority of the southern portion of the site is undeveloped.

The 2001 master plan for the site shows a pedestrian-focused mixed-use area intermingled with civic uses adjacent to the existing northern commercial area enhanced with new local streets connecting to E Hersey St (Image 4).

Image 1 - Croman Mill

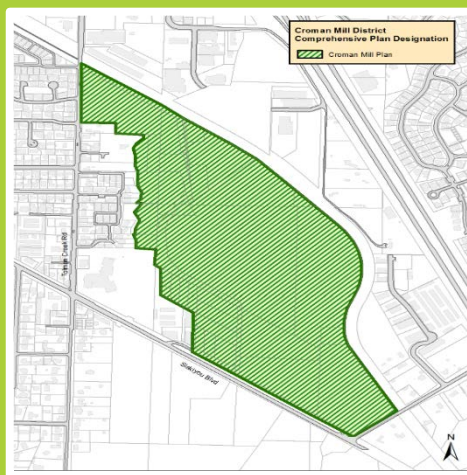


Image 2 - Croman Mill Planned Zones

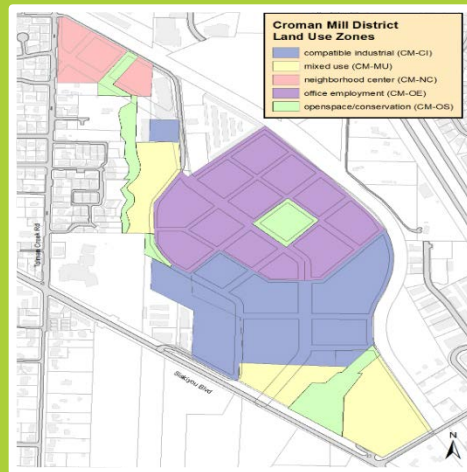
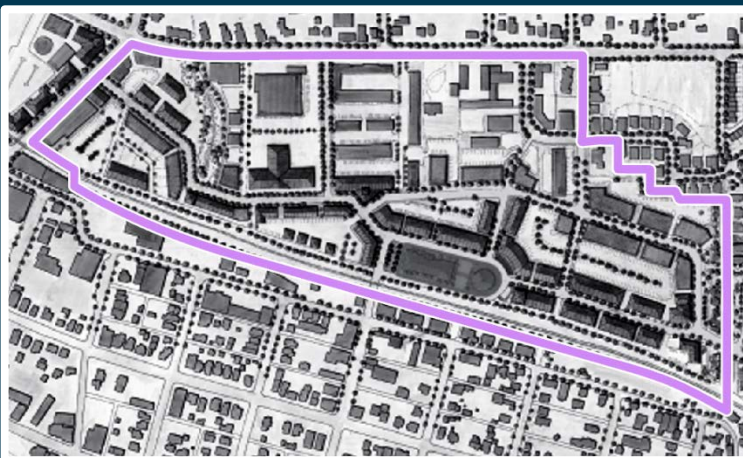


Image 3 - Railroad Property



Image 4 - Railroad Property Master Plan



Transit Triangle Overlay

The Transit Triangle is intended to facilitate a mix of housing types and businesses along major transit corridors on Siskiyou Blvd., Ashland St., and Tolman Creek Rd. The goal is to create an environment that is friendly to walking, biking, and using transit. The Transit Triangle, as written, is close to meeting CFA requirements and as a result it is considered one of the priority CFA options the city can consider. The Transit Triangle has an area of 167 acres and that area could theoretically have a considerable additional housing capacity.

Downtown

The downtown area closely resembles the vision of what a CFA can look like when it has reached maturity and there would be few adjustments needed to make it CFA-compliant. However, it is almost completely built out and there have been very few new construction projects in the area over the last 20 years.

However, the community has expressed interest in implementing CFA strategies significantly beyond what is minimally required, and the downtown area stands out as an obvious place to include in any expansion efforts.

Image 5 – Transit Triangle

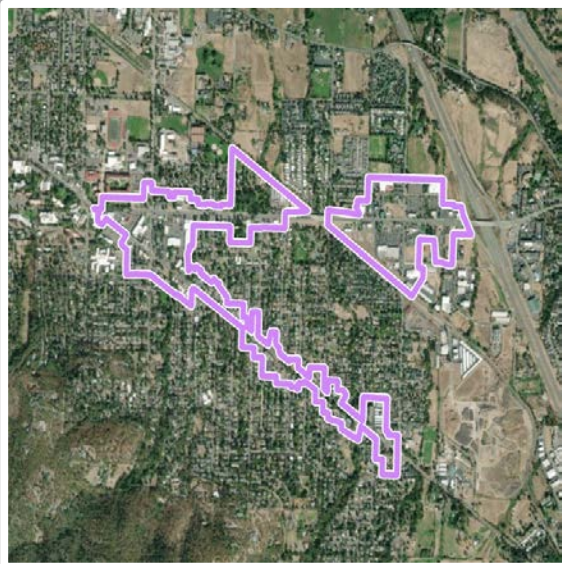


Image 6 – Downtown





Calculate Housing Unit Capacity

This method was adapted from the DLCD Climate-Friendly Areas Methods Guide. The calculation follows the prescriptive path described in the methods guide. Total Housing Unit Capacity in CFA is estimated using the following variables:

- The Net Developable Area in sq. ft. (a)
- The maximum number of building floors (f)
- The assumed percentage of residential use (r)
- The average size of a housing unit in sq. ft. (s)

Using these, the housing unit capacity (U) in any part of a CFA can be given by a simple formula:

$$\text{Housing Unit Capacity (U)} = \frac{(\text{Net Developable Area} * \text{Maximum floors} * \text{Resident use percentage})}{\text{Average Housing Unit}}$$

Note: In the above formula, the results are rounded to the nearest integer.

Net Developable Area and Maximum Building Floor factors in the above calculation requires some additional sub-calculations. The values to use for Assumed Percentage of Residential Use (r) and Average Size of a Housing Unit (s) are given in the rules.

Each uniquely zoned area of the CFA will have its own calculations of these factors and the above housing unit formula. Then they are summed for the CFA area to give the total Housing Unit Capacity.



Evaluation

Assumptions

Both the Croman Mill District and Railroad Property sites have significant development opportunities, and while they are master planned, specific lots have not been identified. Additionally, while ongoing master planning efforts are underway (Croman Mill District revisions), there are several changes being worked on at the moment that could significantly affect the layout of these sites, the details of which will not be available for some time. Therefore, it is prudent to use city standards to determine gross and net block areas. The Right-of-Way (ROW) set aside is 20%, as that is the DLCD standard. We use the street network plans when available to measure out the undevelopable area and subtract it from the overall area. The same standards will be applied for the Transit Triangle area to calculate the housing capacity of the site.

These calculations are based on the block level and do not count for interior lot setbacks. All sites are within 0.5 miles of a frequent transit corridor according to OAR 660-012-0440, and parking minimums cannot be mandated within this area. Values shown below may differ slightly from actual values due to rounding.

Note that 30% of projected needed housing for the city is **3,469**.

<i>Equations</i>			
Gross Block Area	=	Block Length x Block width	
Net Block Area	=	Gross Block Area – deductibles (ex. Alleys)	
Net Developable Area	=	Net Site Area – (Green space, ROW, Streets, etc.)	
Building Floors	=	(Building Height Max -10) / 10	
Housing Units	=	Net Site Area x Percent Residential Use x Floors / Avg. Housing Unit Size	
Units per Acre	=	Housing Units / Net Area	

<i>City Standards</i>			
Block Length			400 ft
Block Perimeter			1,600 ft
Gross Block Area	400 ft x 400 ft =	3.67 Acres:	160,000 sq. ft
Right-of-Way Set-Aside	(DLCD rule of thumb)		20%

<i>DLCD CFA Standards</i>	
Percent Residential Use	30%
Average Housing Unit Size	900 ft



Calculations

<i>Croman Mill</i>		
Site Area		92.69 Acres
Green Space		10.1 Acres
Street Network	<i>Approximately</i>	20 Acres
Net Developable Area	65 Acres:	2,821,010 sq. ft
Housing Units Capacity		5,142
Percentage from Needed Housing	<i>(Housing Unit Capacity/Needed Housing).</i>	148%
Units Per Acre		79

Croman Mil District Results

5,142 units is more than the Needed Housing Units the city will need to meet the CFA requirement of 30% of projected needed housing units, which is **3,469**. The Croman Mill site has the potential to host 28% more than the required 30% of projected needed housing units. Please note that this calculation accounts for the individual Housing Unit capacity of all the different planned land use zones, mainly because different zones allow for different building heights, within the Croman Mill site .

The cumulative housing unit capacity across the site results in a total of 5,142 dwellings. Despite this capacity based on maximum building size, minimum unit size, and maximum lot coverage, City Staff anticipates that the more realistic development scenario would be closer to the minimum residential density of 15 dwellings per acre, rather than the maximum calculated feasibility of up to 80 units per acre. Thus, utilizing 15 units per acre across the 65 net developable acres of the Croman Mill District would lead to a more limited capacity of 975 dwellings. In assessing the designated CFA sites, City Staff would aim to ensure that the 3,469 dwelling units required within CFAs are achievable at the minimum residential density required, rather than the maximum density achievable.



<i>Transit Triangle Overlay</i>		
Site Area		162.89 Acres
Green Space	<i>Approximately</i>	7.51 Acres
R.O.W	<i>(DLCD Standard)</i>	20 %
Net Developable Area	148 Acres	6,447,752 sq. ft
Housing Units Capacity		7,524
Percentage from Needed Housing	<i>(Housing Unit Capacity/Needed Housing).</i>	217 %
Units Per Acre		52

Transit Triangle Overlay Results

The Transit Triangle overlay is capable of hosting around 7,524 units within it if developed in its entirety at the maximum allowable residential density afforded within a CFA. This site alone can meet and exceed the Projected Needed Housing for the city. Please note that this calculation accounts for the individual Housing Unit capacity of all the different planned land use zones, mainly because different zones allow for different building heights, within the Transit Triangle Overlay and

The sum of all the housing unit capacity for the site gives us 7,524 units based on maximum development capacity. However, the Southern Oregon University zone (SO) portion within the Transit Triangle Overlay is not accounted for in the calculations of the housing unit capacity. That zone is being governed by the Southern Oregon University Masterplan. To avoid further complicating overlapping zones and overlays, the SO zone is excluded from the CFA. City Staff have further determined a revised residential density for the Transit Triangle Area, exclusive of the SO zone, based on the scenario where the area is developed at the CFA minimum residential density of 15 dwelling units per acre. This calculation results in an estimated total of 2,220 dwelling units.



<i>Railroad Property</i>			
Site Area			57.27 Acres
Green Space	<i>Approximately</i>		6.41 Acres
Street Network	<i>Approximately</i>		12.52 Acres
Net Developable Area	38.34 Acres		1,670,090 sq. ft
Housing Units Capacity			2,226
Percentage from Needed Housing	<i>(Housing Unit Capacity/Needed Housing).</i>		64%
Units Per Acre			58

Railroad Property Results

The calculated **2,226** housing units of the Railroad Property are not independently enough to meet the CFA requirement of 30% projected needed housing units. The site is short of 1,243 units from being compliance with the CFA requirements were it the sole CFA within the city. Therefore, an expansion of some kind must be considered.

One option for the city is to contemplate were the railroad site to be the primary CFA would be enlarging the boundaries of the Railroad site to encompass the developed residential and commercial regions nearby, which could bridge the existing gap were this site to be the exclusive CFA within Ashland. CFAs. Alternatively, the city has the option to label the Railroad site as a secondary CFA site, with the primary CFA sites being the Croman Mill District and/or Transit Triangle Overlay area. Collectively, these sites would fulfill the CFA requirement to accommodate 30% of Ashland's housing needs.



Conclusion

The Croman Mill and Transit Triangle sites both can provide ample room for CFA development to fulfill the requirement of the CFEC rules for 30% of projected needed housing units. The specific boundaries that have been analyzed could change in a variety of minor ways without bringing the unit count below the necessary threshold.

The Railroad property falls short in covering 30% of the Projected Needed Housing for the city. In any case, resizing the boundary could help increase the housing capacity of the site and bring it closer to compliance with the 30% requirement of the CFEC, or best-case scenario it will bring the railroad property to a full compliance with the 30% requirement of the CFEC.

The downtown area has been included in this discussion because it remains relevant to the CFA transformation and may end up included in a broad CFA overlay that encompasses the major employment, commercial, and higher-density residential areas of the city, even if it is not needed to meet the housing requirement.

Overall, the city of Ashland does have a few options when designating a CFA site. The site will need to be fully compliant with the CFEC land use regulations, and most of the sites do not need major updates to bring them up to compliance with the CFEC regulations. Both Transit Triangle and Croman Mill sites are compatible with the 30% projected needed housing in the city. However, the railroad property does not have the capacity to host the full 30% of the projected needed housing, but it could act as a secondary CFA and as a safety buffer for the projected housing units for the primary CFA(s). City Staff highlights that if the potential CFA candidate areas, namely the Croman Mill District, the Transit Triangle Overlay area, and the Railroad site, are individually developed to meet the minimum density requirement set for designated CFAs (which is 15 units per acre), their combined residential development capacity even at this minimum would successfully meet the CFA mandate of accommodating a minimum of 30% of Ashland's housing demands.



Chapter 3: Anti-Displacement Mitigation Strategies

CFA Redevelopment Outcomes

Due to the nature of the regulations, an area designated as a climate friendly area gains the capability to be redeveloped for a wide variety of uses and dense housing types. While these factors intend to promote nodes not reliant on personal automobile use, they also have the capability of creating modernized, attractive, and competitively priced developments which can subsequently displace protected classes. This trend, known as gentrification, can become a component of a climate friendly areas if cities do not carefully analyze a CFA's location and consider proper phase 2 protections to ensure the developments remains accessible to all populations.

Anti-Displacement Map Analysis

Recognizing this potential threat, DLCD has prepared an anti-displacement guide. This guide classifies areas by neighborhood type which are characterized by their income profile, vulnerable classes, amount of precarious housing, housing market activity, and overall neighborhood demographic change. Each area is identified through the DLCD anti-displacement map, which can be found here: [Anti-Displacement Map](#)

Each neighborhood type is categorized as one of the following:

Affordable and Vulnerable

The tract is identified as a low-income tract, which indicates a neighborhood has lower median household income and whose residents are predominantly low-income compared to the city average. The neighborhood also includes precariously housed populations with vulnerability to gentrification and displacement. However, housing market in the neighborhood is still stable with no substantial activities yet. At this stage, the demographic change is not under consideration.

Early Gentrification

This type of neighborhood represents the early phase in the gentrification. The neighborhood is categorized as a low-income tract having vulnerable people and precarious housing. The tract has a hot housing market, yet no considerable changes are found in demographics related to gentrification.

Active Gentrification

These neighborhoods are identified as low-income tracts with a high share of vulnerable people and precarious housing. The tracts are experiencing substantial changes in housing price or having relatively high housing costs found in their housing markets. They exhibit gentrification-related demographic change. The latter three neighborhoods on the table are designated as high-income tracts. They have hot housing market as they have higher rent and home value with higher appreciation rates than the city average. They also do not have precarious housing anymore. However, Late Gentrification type still has vulnerable people with experiences in gentrification related demographic changes.



Late Gentrification

This type of neighborhood does not have predominantly low-income households, but still have vulnerable population to gentrification. Their housing market exhibits high housing prices with high appreciations as they have relatively low share of precarious housing. The neighborhood has experienced significant changes in demographics related to gentrification.

Becoming Exclusive

The neighborhoods are categorized as high-income tracts. Their population is no longer vulnerable to gentrification. Precarious housing is not found in the neighborhoods. However, the neighborhoods are still experiencing demographic change related to gentrification with hot housing market activities.

Advanced Exclusive

The neighborhoods are identified as high-income tracts. They have no vulnerable populations and no precarious housing. Their housing market has higher home value and rent compared to the city average, while their appreciation is relatively slower than the city average. No considerable demographic change is found in the neighborhoods.

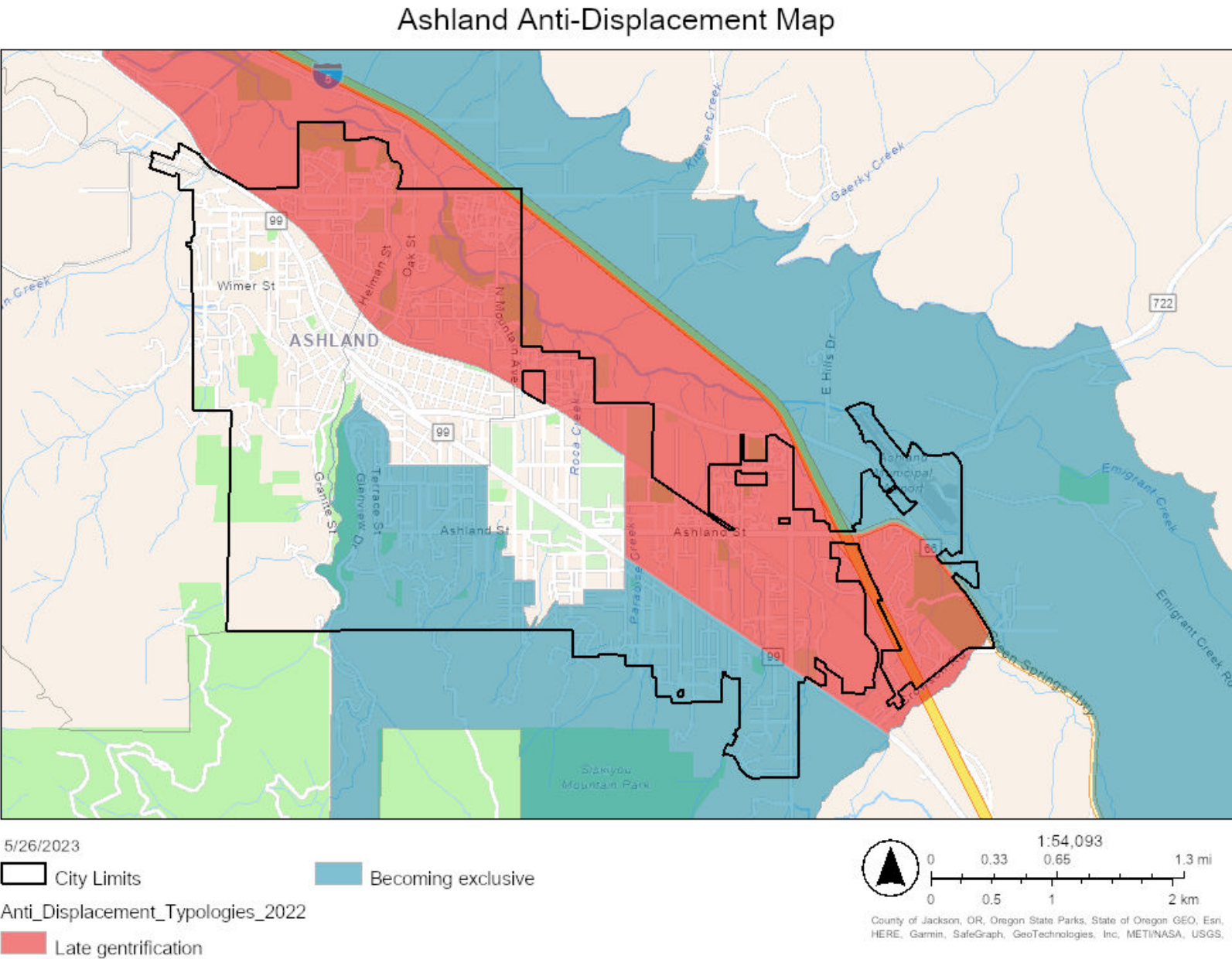
Unassigned

The unassigned tracts have not experienced any remarkable changes in demographics or housing markets. The neighborhood has been stable with unnoticeable change, yet this does not necessarily mean that there is no need for extra care compared to other neighborhoods with assigned types. Planners need to engage with the communities to make sure the neighborhood is stable while aligning with community needs and desires.

Neighborhood Types Present Within the Proposed CFA

As proposed, the candidate CFA for Ashland currently lies within a census tract 18 of Jackson County, which is identified by the neighborhood type: **Late Gentrification**, see the following map.

Map 5. DLCD Anti-Displacement Map





Suggested Strategies

It is important to note that while the project's scope of work directly referenced DLCD's housing production strategies (HPS) as a component of the anti-displacement analysis, the City of Ashland has an approved Housing Production Strategy report which satisfies DLCD's requirements and aims to ensure sustainable and equitable residential development within the city. Because the housing production study was put out for public comment on May 23rd, 2023, the technical analysis in this report utilized DLCD's HPS for the purposes of the Climate Friendly Area analysis. Nonetheless, the technical analysis team recommends use of the in-depth HPS report produced by the City of Ashland for phase 2 of the CFA study.

Referring to DLCD's housing production strategies, which can be found [here](#), RVCOG has identified the following strategies to ensure that a climate friendly area acts as an equitable community. In selecting strategies RVCOG prioritized strategies color coded as green for the **Late Gentrification** neighborhood type for their likeliness to generate little to no adverse impact, factoring in local context and feasibility as well.

Category A: Zoning and Code Changes

A03: Density or height bonuses for affordable housing.

Cities could consider introducing a height and density bonus for developments which introduce units between 30% - 120% of the average median income (AMI). RVCOG suggests using the CFA thresholds as a potential model for such bonuses, in the case of Ashland potentially allowing an increased 10 feet of maximum height and additional 5 dwellings per acre. City Staff notes that Ashland presently allows an affordable housing density bonus of up to two market rate units for every qualifying affordable housing unit provided, accommodating up to a 35% increase in residential density.

A07: Single Room Occupancy

Single room units, such as junior accessory dwelling units, present a new housing typology not commonly considered among residential zones. Enabling this use as a permitted accessory component of a multi-unit development could provide developers with the opportunity to provide unique housing arrangements and a variety of units at different price points. (New State Law)

A14: Re-examine Mandated Ground Floor Use

The City of Bend has determined that while lively streetscape in a dense environment is a worthy goal, mandating that ground floors be occupied by commercial uses when the surrounding market forces can't support such a use can contribute to decreased development or loss of area for dwellings. City Staff notes that HB 2984, passed in the 2023 State Legislative Session, allows the conversion of buildings from commercial use to housing without a zone change or conditional-use permit. It prohibits local governments from requiring more parking and limits collection of system development charges. This statewide legislation effectively allows residential ground floor use within commercial buildings.



Category B: Reduce regulatory Impediments

B10: Public Facility Planning

Factoring that some of the proposed CFA sites are largely vacant, assisting in providing public facilities could make these sites more attractive for development. Furthermore, assisting in providing public facilities may enable the city to prioritize key connections or better plan for expansion in the future.

B07: Flexible Regulatory Concessions for Affordable Housing

Considering that cities within the 10,000-24,999 population range are in one of the lower ranges for prescriptive CFA standards, enabling affordable housing to move into some of the upper thresholds could present a unique advantage further attract affordable housing. Furthermore, this strategy enables a CFA to evolve directly in response to its City's population growth, possibly resulting in a CFA pre-emptively meeting the next threshold's requirements.

B19: Survey Applicant on Development Program Decision-Making

User feedback can help illustrate frustrations or pitfalls in the planning process not seen by staff. Utilizing a survey as litmus test for ease of development within a CFA can serve as an asset not only to the CFA, but the City's Planning department as a whole. City Staff notes that in February 2023 the City Community Development Department surveyed all individuals that obtained a Planning Permit, or Building Permit, from 2018-2022. The City is in the process of establishing a Development Process Management Advisory Committee made up developers, builders, architects, and private planners, to assist in reviewing the survey and to recommend areas to improve the permitting process and reduce barriers to the development of needed housing.

Category C: Financial Incentives

C01: Reduce or exempt System Development Charges (SDCs) for needed housing.

SDC's are often seen as necessary yet prohibitive cost associated with new development. Granting exemptions for needed dense and affordable housing helps clear the way for development, while commercial developers seeking to capitalize on attractive areas by constructing recreational or tourism oriented, or general luxury developments can bear a larger part of the burden when it comes to needed infrastructural growth. City Staff notes that Ashland presently waives all SDCs for qualified affordable housing.

C04: Incentivize Manufactured and Modular Housing.

Manufactured and modular housing could be a popular option in vacant CFA areas as it can be constructed for less cost and added on to as a larger population occupies the CFA. Modular housing also supports homeownership rather rented housing, a notion that could ensure a CFA acts as equitable community for permanent residents and doesn't become an area merely for vacation rentals. City Staff notes the City's adopted Housing Production Strategy includes a strategic action to create a Manufactured Park Zone to preserve existing parks and potentially identify opportunities for additional manufactured home parks. Manufactured and Modular housing are presently permitted outright on



individual residentially zoned lots within the City with the exception of designated National Register Historic Districts.

Category D: Financial Resources

D02: Low Income Housing Tax Credit (LIHTC).

Federal tax credits represent an external opportunity for an affordable housing development to feasibly occur within a city. Disclaiming these opportunities to developers comes at little cost to the city, and can facilitate mixed income housing that contributes to a more diverse set of demographics within a CFA.

D09: Demolition Taxes

A demolition tax can ensure that new development within a CFA introduces a greater density than the existing structure or be forced to be pay a tax to fund a housing trust fund. Demolition taxes help mitigate the effects of higher density, aging housing being replaced by lower density, newer, market-rate homes, which could occur if the CFA is sited in a more historic area of a community, or the introduction of the CFA regulation induces more affluent populations seeking proximity to mixed uses.

D09: Construction Excise Tax

Seeing as the CFA's are located on vacant land, a construction excise tax (CET) seems to be an apt solution to ensure development of a CFA accrues funds for affordable housing projects both within the CFA and elsewhere. City Staff notes the City's adopted Housing Production Strategy includes a strategic action to evaluate establishing a CET to support affordable housing development within the community.

Category E: Tax Exemption and Abatement

E03: Vertical Housing Development Zone Tax Abatement

This housing production strategy authorized ORS 307.841 directly aligns with the live work environment that's meant to appear within CFA's and is natural candidate to assist in mixed use development. The effectiveness of this strategy could be somewhat bound by a CFA's respective height limits but coupled with affordable housing density bonuses could be quite effective. City Staff notes that Ashland presently established a Vertical Housing Development Zone to correspond with the Transit Triangle Overlay area. As this Transit Triangle area is a candidate for a CFA, this strategy is in already place within one of the potential CFA areas under consideration.

E04 & E05: Multiple Unit Tax Exemptions (Property and Limited taxes)

Similar to the Vertical Housing Tax Abatement, the multiple unit tax exemptions could serve as a symbiotic strategy to the type of development intended to occur within a CFA. Whether this strategy seeks to aid in overall feasibility by being a long-term exemption or aid in the initial

E10: Delayed tax Exemptions

Delayed tax exemptions can be seen as a viable strategy to allow new development recoup construction costs and establish a profitable base before falling below 80% AMI. This strategy could benefit initial



developments in CFA's, and later assist them in serving a new economic bracket when the area becomes more developed.

Category F: Land, Acquisition, Lease, and Partnerships

F17: Designated Affordable Housing Sites

Designating CFA's partly or entirely as affordable housing sites can ensure the best use of the land in the future. While price control measures may ward off developers initially, highlighting tax exemptions and streamlined planning process coupled with the relative newness of the CFA regulations may highlight these areas as feasible location for affordable housing.

F19: Affordable Housing Preservation Inventory

Identifying and inventorying areas currently hosting affordable housing enables staff to examine what contextual factors have led them to appear in their community, and informs areas to proceed with caution when expanding the CFA.

City staff are encouraged to review and evaluate the list of strategies when it comes time for phase 2 zoning reform.

City Staff emphasizes that the strategic actions outlined in the approved Ashland Housing Production Strategies will be evaluated in the context of identifying and implementing Climate Friendly Areas (CFAs). A new CFA land use designation would be crafted with the primary goal of encouraging the development of transit supported mixed-use, higher-density environments that actively diminish the dependence on fossil fuels. The evaluation process will pay particular attention to addressing the potential displacement of existing affordable housing within any designated CFA area while simultaneously seizing the opportunities to foster necessary housing options within the designated areas. This comprehensive approach underscores the city's commitment to both sustainable urban development and the preservation of affordable housing for its residents.



Appendix A: Acronyms

Regulatory:

- LCDC = Land Conservation & Development Commission
- DLCD = Department of Land Conservation & Development
- OAR = Oregon Administrative Rules
- CFA = Climate Friendly Area
- CFEC = Climate Friendly & Equitable Community

Technical:

- HNA = Housing Needs Assessment
- HCA = Housing Capacity Analysis
- HPS = Housing Production Strategy
- NDA = Net Developable Area
- HUC = Housing Units Captured
- MF = Multifamily Housing
- SF = Single Family Housing



Appendix B: References

- [Climate-Friendly Areas Methods Guide](#) by DLCD.
- [CFA Anti-Displacement Analysis](#) by DLCD.
- [Housing Production Strategy](#) by DLCD.
- The cover picture used in the study document is by Fred Stockwell



Climate Friendly Areas Study

City of Ashland, OR



Rogue Valley
Council of Governments

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Climate-Friendly & Equitable Communities

CLIMATE FRIENDLY AREA CANDIDATES

Ashland, OR

Legend

- Priority CFA Option
- Secondary CFA Option
- City Boundary
- Urban Growth Boundary

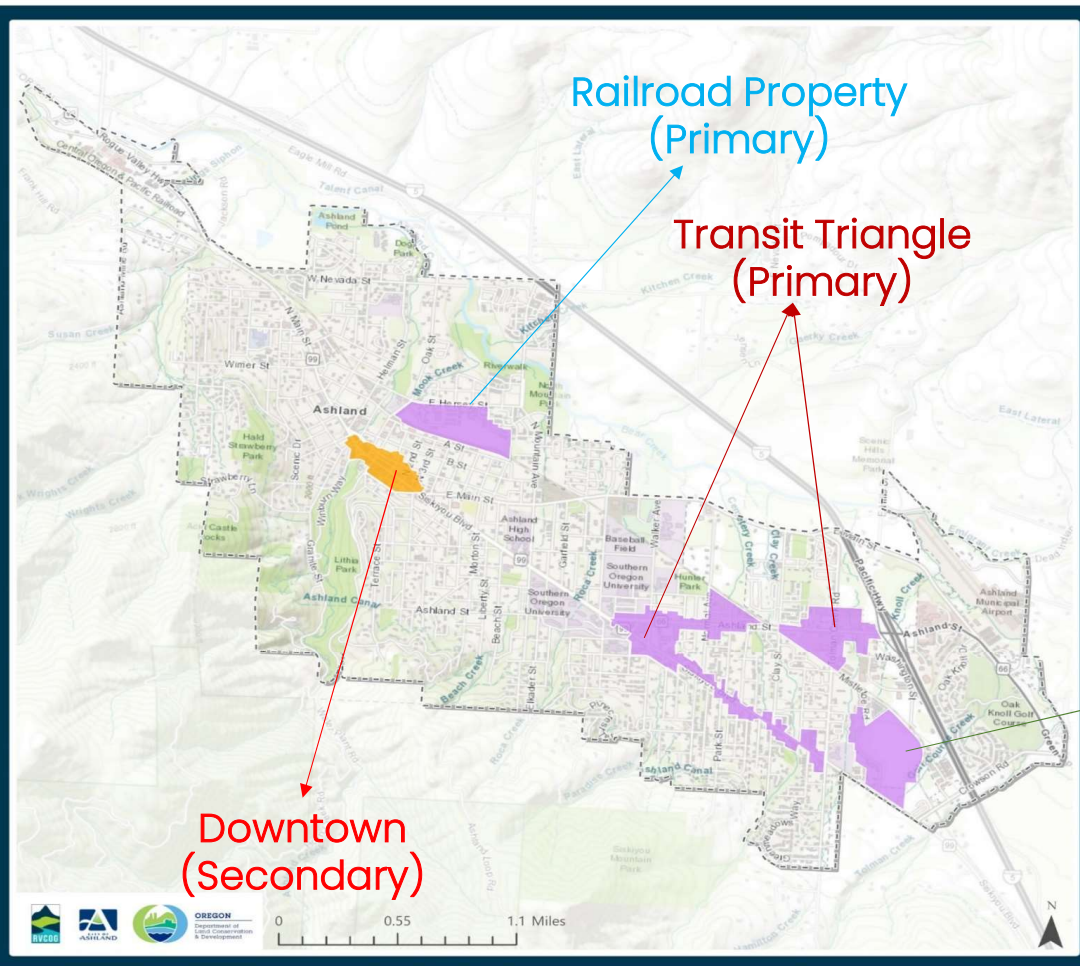


Rogue Valley
Council of Governments
155 N 1st
Central Point, OR 97502

This map product is for planning purposes only and has not been prepared for, nor is suitable for legal, engineering, or surveying purposes.

Data: Jackson County, BLM, State of Oregon, ODOT, ESRI, USGS, EPA, Garmin, GeoTechnologies, Inc., METI/NASA, Maxar, USDA, HERE, Esri Canada

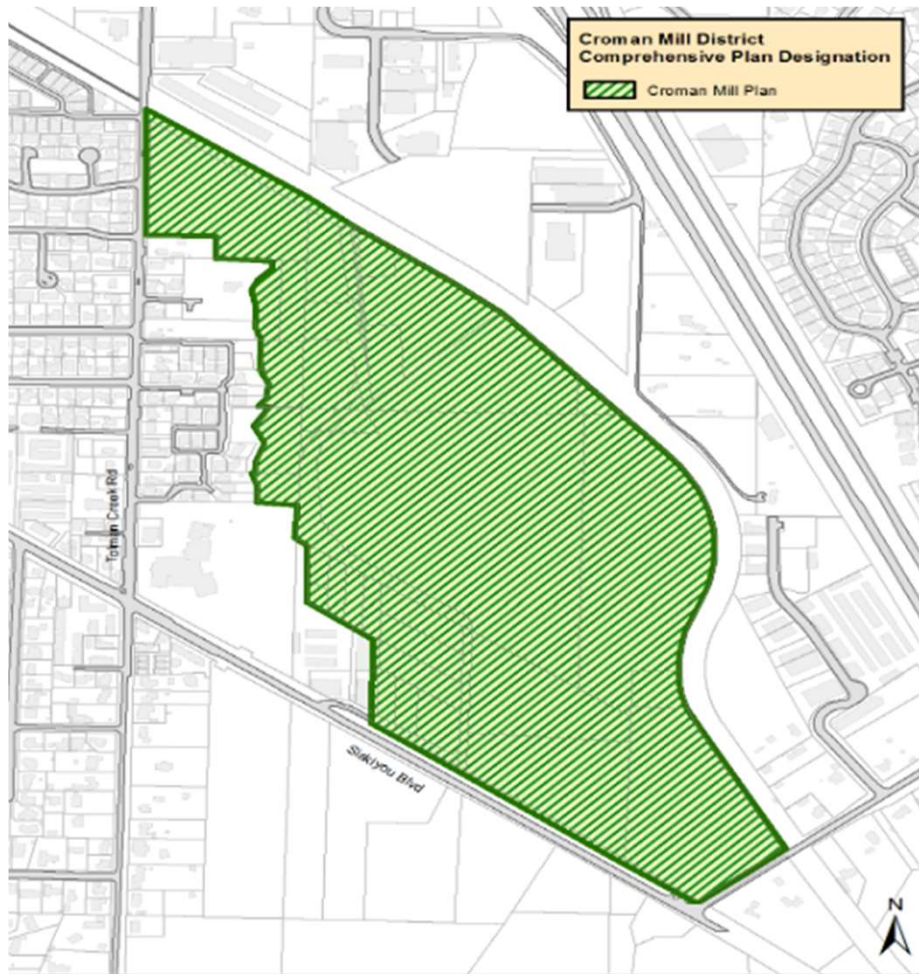
Created: E. Memmott, RVCOG, 2023



Croman Mill
District
(Primary)



Candidate CFAs



- **Approx. 92 acres total**
- Masterplan Adopted 2008
- Remains Largely Undeveloped
- *Clean-Up Plan in process*
- Townmakers, LLC currently looking at code changes to develop approx. 65 acres.

By prescriptive methodology:

- **5,142 new dwelling units**
- 79 dwelling units per acre
- 148 percent of needed housing



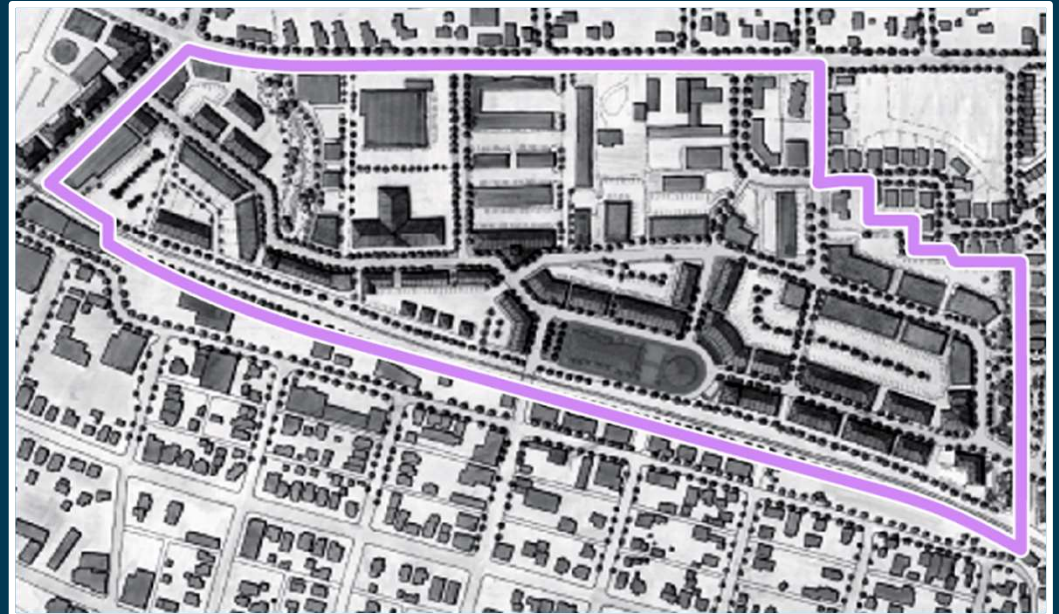
Croman Mill District

Image 3 - Railroad Property



Image 4 - Railroad Property Master Plan

DRAFT



- **Approx. 57 acres.**
- Southern portion largely undeveloped.
- Clean-up Plan under development.
- 2001 Masterplan not adopted, Street plan adopted.

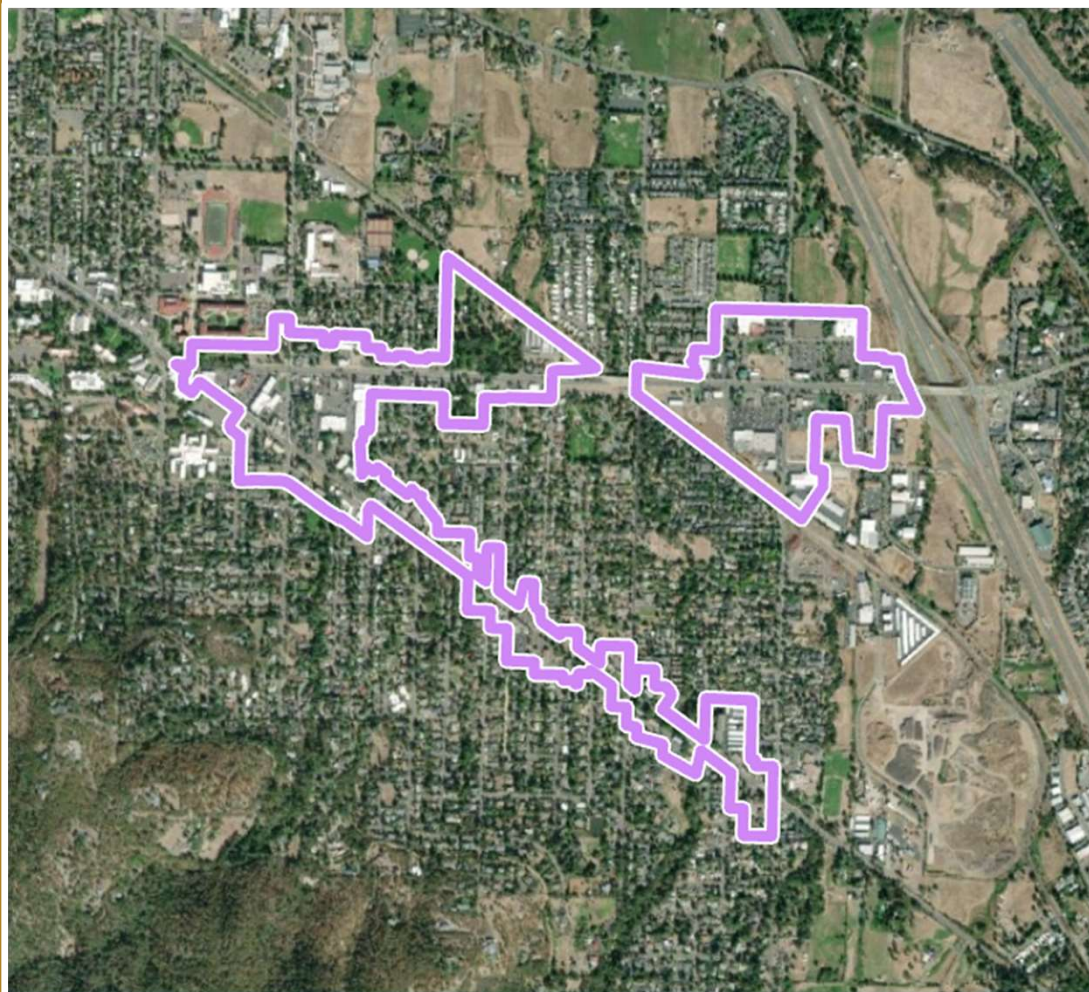
By the prescriptive methodology:

- **2,226 new dwelling units**
- 58 dwelling units per acre
- 64 percent of needed housing.

Railroad Property



Transit Triangle



Transit Triangle

- Approximately 167 acres
- Undeveloped or underdeveloped
- Largely auto-dependent uses in “strip development” pattern
- Likely a center of future growth

By the prescriptive methodology:

- 7,524 new dwelling units
- 52 dwelling units per acre
- 207 percent of needed housing.





Downtown

- Largely Developed without off-street parking requirements
- National Register-Listed Historic District

Given the level of development and the historic status, the Downtown is being looked at as a CFA, but was not analyzed under the lens of the prescriptive CFA methodology given it is nearly built out.



Downtown

3J Scope of Work

Department of Land Conservation and Development

City of Ashland – Climate Friendly Areas Code Update

December 13, 2023

Note, the project did not begin in January as initially expected as the agreement and consultant selection was not completed until April, and the Kickoff meeting with the City of Ashland occurred on June 20th

Goals and Objectives:

Goal: To draft updated zoning and development code and zoning maps amendments related to the designation of Climate Friendly Areas (CFAs) within Ashland, Oregon.

Objective 1: Review analysis and recommendations from Phase 1: The City of Ashland Climate Friendly Area Study completed by the Rogue Valley Council of Governments (RVCOG), in compliance with OAR 660-012-0315(4) and (5) and reviewed by the Oregon Department of Land Conservation and Development (DLCD).

Objective 2: Use a market feasibility study to inform CFA code regulations and to evaluate impacts that land use code modifications in accordance with the Climate Friendly & Equitable Communities (CFEC) rules can be expected to have on market-viable development in CFAs.

Objective 3: Select one or more Climate-Friendly Areas to collectively accommodate 30% of the city's housing.

Objective 4: Prepare adoption-ready zoning and development standards implementing the CFA requirements, including map updates.

Objective 5: Conduct public outreach through a variety of methods to engage internal and external stakeholders .

Task 1: Project Management

The City and consultant will hold a kickoff meeting for the consultant to become familiar with local conditions and planning documents, for City staff and the consultant to confirm the project objectives and refine the project schedule, and for City staff to prepare for the project. The consultant will contact City staff via conference or video call to establish project expectations and familiarize themselves with city-specific concerns. The consultant will verify the action items identified through this initial meeting with the City staff and will develop and share a proposed schedule for the actions required for the completion of all tasks, building on the task timeline included in this scope.

City staff and the consultant will participate in biweekly phone calls or virtual meetings to monitor progress on key tasks throughout the course of the project.

Task 1 Consultant Deliverables:

- 1.1 Agenda and notes for kickoff meeting*
- 1.2 Proposed Project schedule*
- 1.3 Agenda and notes for project management team meetings*

Task 1 City Deliverables:

- 1.1 Copy of relevant comprehensive plan and code sections, and other relevant City data or documents*

Timeline: January to December 2024

Task 2: Communications and Public Outreach Support

Task 2.a Public Involvement Plan

The consultant will support City staff with communications and public outreach related to the project. The consultant will draft a Public Involvement Plan that builds upon the City's CFA Community Engagement Plan and the outreach already completed.

Task 2.b Stakeholder Interviews

City staff will identify and provide introductions to five (5) development interest stakeholders. The consultant will schedule interviews with identified parties, conduct the meetings, and prepare a written summary. Findings will inform the draft audit findings (Task 3) and the market feasibility study (Task 4).

Task 2.c Advisory Committees

City staff will schedule and provide notice, agendas, and summaries for three (3) virtual and one (1) in-person advisory committee meetings with the following groups to present the project scope, goals, findings, and recommendations:

- Climate and Environment Policy Advisory Committee (virtual)
- Housing and Human Services Policy Advisory Committee (in-person)
- Social Equity and Racial Justice Advisory Committee (virtual)
- Transportation Advisory Committee (virtual)

The consultant will coordinate with City staff on meeting arrangements and facilitate the meetings, including developing additional materials to present the public involvement plan, draft audit, and market feasibility study.

Task 2.d Public Meetings and Surveys

City staff will schedule one (1) public meeting to present the project scope, goals, findings, and recommendations. Topics covered will include required CFA statutes and administrative rules, code audit findings, market study findings, and code concepts. The consultant will coordinate with City staff on meeting arrangements and facilitate the public meeting. The consultant will also prepare one (1) online survey to allow participation from people who are unable to attend the meeting.

The consultant will prepare a summary of community engagement activities and results.

Task 2 Consultant Deliverables:

- 2.1 *Draft public involvement plan*
- 2.2 *Final public involvement plan*
- 2.3 *Written summary of stakeholder interviews*
- 2.4. *Presentation materials and facilitation of four (4) advisory committee briefings*
- 2.5 *Presentation materials, facilitation, and summary of public meeting #1*
- 2.6 *Online survey #1*
- 2.7 *Community engagement summary*

Task 2 City Deliverables:

- 2.1 *Communications and public outreach coordination*
- 2.2 *Written review comments on draft public involvement plan*
- 2.3 *Identification and introduction to five key stakeholders*
- 2.4 *Advisory committee meeting notices, agendas, and summaries*
- 2.5 *Written review comments on public engagement materials*
- 2.6 *Public meeting notices and logistics*

Timeline: January to September 2024

Task 3: Code Audit and Code Concepts

The consultant will review the City's comprehensive plan, zoning ordinance, housing plans or policies, Climate Friendly Area (CFA) Study, and other land development documents, regulations, and maps to identify legal or policy issues related to CFAs. The consultant will prepare a memorandum that:

- Describes the current comprehensive plan and zoning code relative to:
 - o Requirements for Climate Friendly Areas in Administrative Rules (OAR-660-012-0310, -0315, and -0320)
 - o Land use regulations in areas identified in the City's CFA study
- Recommends code concepts or options to respond to findings from the assessment.

The consultant will meet with City staff to review current code and gaps identified through the code audit, building upon issues raised at the kickoff meeting. The consultant, in consultation with City staff, will develop a final code audit and code concepts memo.

The City will use this memo to select one or more Climate-Friendly Areas to collectively accommodate 30% of the city's housing.

Task 3 Consultant Deliverables:

- 3.1 *Draft code audit and code concepts memo*
- 3.2 *Facilitation and summary of key items from one meeting with current planning staff*
- 3.3 *Final code audit findings and code concepts, integrating feedback stakeholder and community engagement*

Task 3 City Deliverables:

- 3.1 *Participation in planning meeting*
- 3.2 *Written review comments on the draft code audit and code concepts memo*
- 3.3 *Select one or more Climate-Friendly Areas to collectively accommodate 30% of the city's housing*

Timeline: February to April 2024

Task 4: Market Feasibility Study

The consultant, in consultation with City staff, will develop a market feasibility study that evaluates impacts that land use code modifications in accordance with the Climate Friendly & Equitable Communities (CFEC) rules can be expected to have on market-viable development in up to three potential CFAs.

The market feasibility study will aim to provide a data-driven foundation for informed decision-making, ensuring that land use code amendments in Ashland's CFAs align with market realities and contribute to a sustainable and vibrant urban environment. The study will evaluate how policy choices on height limits, minimum density, ground floor commercial requirements, and other relevant requirements could impact the type and scale of development that is most likely to occur in the CFAs, given current market conditions, development costs, and demand for residential vs. commercial development. The study will consider how existing financial incentives (such as the Vertical Housing Development Zone) impact development feasibility. As described in Task 2, the consultant will conduct interviews with up to three local industry experts to inform the study. The consultant will summarize findings from the evaluation and offer recommendations on how the code could best support market-feasible development.

Task 4 Consultant Deliverables:

- 4.1 Draft market feasibility study*
- 4.2 Final market feasibility study that addresses comments from City staff and stakeholder engagement*

Task 4 City Deliverables:

- 4.1 Written review comments on the draft market feasibility memo*

Timeline: February to April 2024

Task 5: Draft Code Update

Based upon the final code audit and code concepts, the consultant will prepare draft updates to the city zoning ordinance, map, and other development codes to address the issues identified in Task 3.

Task 5 Consultant Deliverables:

- 5.1 Draft updates to the zoning ordinance, other development codes, zoning map, and comprehensive plan*

Task 5 City Deliverables:

- 5.1 Written review comments on the draft updates to the zoning ordinance, zoning map, other development codes (as needed), and comprehensive plan*

Timeline: April 2024 to July 2024

Task 6: Final Code Update

Following City staff review, the consultant will prepare final draft updates to City's zoning ordinance. The final draft code documents will be delivered in up to two formats depending on the City's

preferences to support adoption: legislative formatting to indicate changes from existing code language, in a locally preferred format, and clean text. The consultant will prepare draft findings for the staff report. DLCD will provide City and Consultant with a Multimodal Transportation Gap Summary and any required Highway Impacts Summary required in OAR 660-012-0325 to use in completing this project.

Task 6 Consultant Deliverables:

- 6.1 Final draft updates to the zoning ordinance, zoning map, other development codes (as needed), comprehensive plan in up to two formats*
- 6.2 Draft findings for the staff report.*

Task 6 City Deliverables:

- 6.1 Written review comments on the final draft updates to the zoning ordinance, zoning map, other development codes (as needed), and comprehensive plan*

Timeline: July to September 2024

Task 7: Adoption

City staff will schedule and provide notice and an agenda for one Planning Commission study session and one City Council study session to review final draft updates to City's zoning ordinance, zoning map, other development codes (as needed) and comprehensive plan. The Consultant will prepare presentations for and attend the two study sessions in person.

City staff will schedule and provide notice and an agenda for one Planning Commission hearing and one City Council hearing to adopt final draft updates to City's zoning ordinance, zoning map, other development codes (as needed) and comprehensive plan. The Consultant will prepare presentations for and attend the two hearings in person.

Task 7 Consultant Deliverables:

- 7.1 Final draft updates to the zoning ordinance, zoning map, other development codes (as needed), comprehensive plan in up to two formats*
- 7.2 Draft findings for the staff report.*

Task 7 City Deliverables:

- 7.1 Written review comments on the final draft updates to the zoning ordinance, zoning map, other development codes (as needed), and comprehensive plan*

Timeline: October 2024 to December 2024

OTHER BUSINESS

Annual 2024 Planning Commission Retreat Considerations

Memo

DATE: August 13, 2024
TO: Planning Commissioners
FROM: Derek Severson, *Planning Manager*
RE: Annual 2024 PC Retreat Considerations

It's that time again... The Planning Commission's last annual retreat was August 30, 2023.

Date & Time

For the last few years, the Planning Commission's annual retreats have been held at midday during the work week, whereas in the not-too-distant past retreats were held on Saturdays from morning to mid-afternoon. *Are Commissioners in agreement to continue the midday, work week retreat?* We'd like to come out of tonight's meeting with a date and time for the retreat set. Please bring your calendars.

Discussion Topics

Are there specific topics or issues Commissioners are interested in discussing?

Site Visits

There are relatively few recent projects at the point of being ready for site visits. Are there any specific projects or sites that the Commission has interest in visiting?

Lunch Options

Do Commissioners have any preferences for lunch?

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